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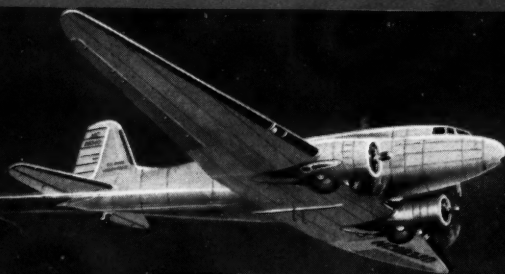
# The REPORTER

of Direct Mail Advertising

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OCT 16 1946

UNIVERSITY OF ILLINOIS



A report of Direct Mail activities  
during September, 1946  
and  
A preview of the  
29th Annual DMAA Convention

FANCY STEPPING!



U. S. shoe manufacturers, even while worrying about shortages of hides, lumber, and tacks, predict an annual shoe-making capacity of 900 million pairs by 1948. This will be some 400 million pairs above the industry's peak pre-war year of 1941.

It will take some fancy stepping to sell 900 million pairs of shoes, but the shoe industry is a fancy stepper . . . and, if we do say so, we do quite well ourselves.

We make a lot of the papers which make the catalogs, booklets, folders, and other advertisements which help sell shoes.

Keeping step with America's industrial expansion

is only one of the problems of "Paper Makers to America"—for even as we expand to satisfy tomorrow's demands, we must work ceaselessly to try to satisfy today's. . . . For better impressions and better visual selling, specify Mead Papers of the Mead, Dill & Collins, and Wheelwright lines—"the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.

**MEAD**  
*papers*

ESTABLISHED 1846

1846 • ONE HUNDRED YEARS OF PAPER MAKING • 1946

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton



## Direct Mail Gossip Column

Out-of-town visitors are always welcome at *The Reporter* offices. Among recent callers were: F. B. Wilson, vice president of Thompson & Company, Tampa, Florida, who told us present mailings are pulling "too good." Orders ahead of supplies.

Jack Smith, looking happier and heavier than ever, breezed in from Boston. Likewise, Leonard Raymond . . . but he had a bad cold. Other New Englanders included Wil Marcus of the Polaroid Corporation, Cambridge, Massachusetts, and Sherman Voorhees from Springfield, the man who is handling the Springfield "Research in Action," reported last month.

Jay Maish, of Folks on Gospel Hill fame, showed up from Marion, Ohio. George Kinter spent three days here away from his "Highlights" duties in Pittsburgh. Alta Gwinn Saunders, from the University of Illinois, paid us a too-short visit while arranging to have Harrie Bell's textbook included in this winter's advertising course. She missed seeing the Philadelphia author himself by a day.

Also on hand was Jack Doyle, sales manager of the Fetter Printing Company, Louisville, Kentucky, and Printer Frank Rauchenstein from St. Louis. Judge Leif Erickson, contender against Burt Wheeler, came in to tell us more about the successful use of Direct Mail in Montana. Paul Bolton, Home Builders' Research Institute, dropped up from Washington . . . but he does that often. Usually, Washington visitors are too numerous to mention.

See by the mail that Edwin H. Stuart, 422 First Avenue, Pittsburgh 19, Pennsylvania, famous editor of "Typographic," has written a new book. It's titled "Typography, Layout and Advertising Production." Price \$1.00. Paper bound 8½" x 11", 48 pages and cover.

Appendicitis going the rounds. Printer Paul Dyal and advertising agency head Joe Russakoff, publicity man for the Advertising Federation, recently underwent operations. Both are on the mend.

**THE REPORTER**

## THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

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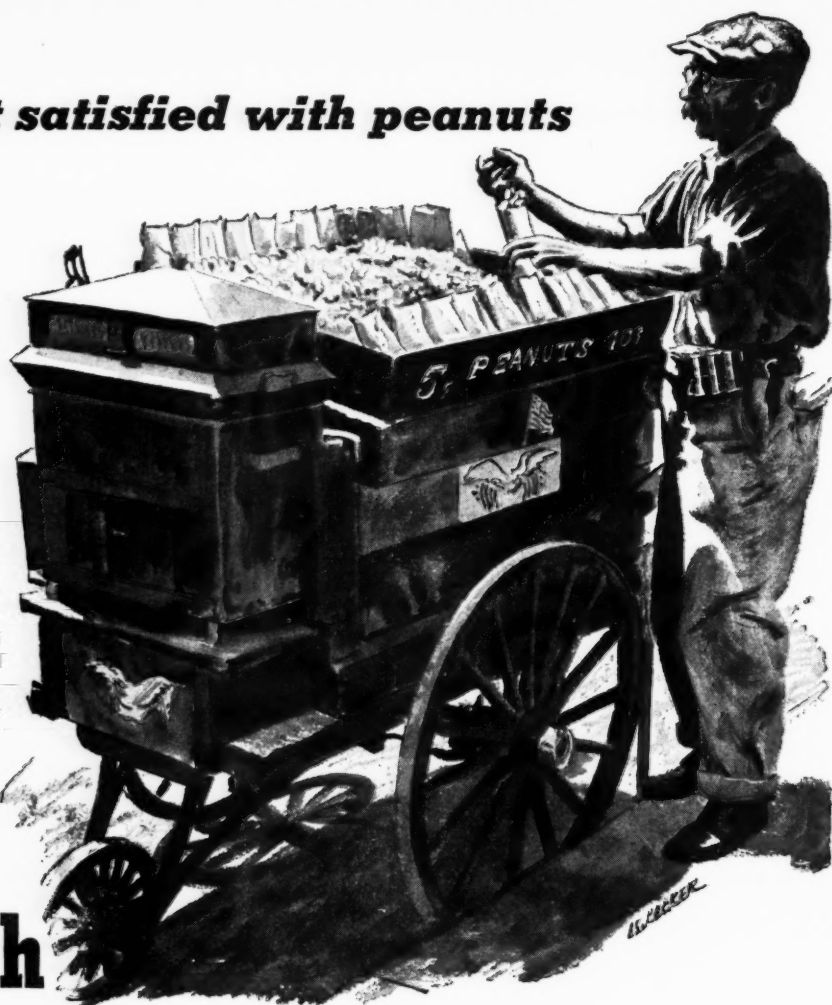
Cassel Ronkin of Marbridge Printing Company, 225 Varick Street, New York 14, N. Y., just retired as president of the Associated Printing Salesmen after a two-year stint. He received the new Reinhold-Gould award for meritorious service to the graphic arts. Cass was succeeded as president of the Associated Printing Salesmen by Herman Weideman, of Isaac Goldman, Inc., New York printers.

Takes a lot of time sometimes for news from England to reach *The Reporter* by way of Australia. But George FitzPatrick down there is always on the watch for interesting items. The Advertisers Review in the *World's Press News* of February 28th, containing a front page article

about New Yorker Harry Latz who was visiting London. Harry gave an interesting interview on how the British manufacturers must make the best use of Direct Mail to bridge the period which must elapse before they can export in volume.

We sure pulled a boner in the August *Reporter* . . . after a period of six months of inter-office mutual back slapping for no typographical errors. The Gair Dog Bar story was confused by having address read "Rutlands" instead of Redlands, California. Blame it on the bad handwriting of H. H. whose Rutlands in script looked like Redlands . . . or on M. L. S. who was on vacation and didn't read final proof.

**\* If you're not satisfied with peanuts**



# Expand with *Champion* Paper!

Champion papers are printers' papers. For fifty years this Company has been anticipating the growing needs of printing, advertising and packaging, and lending a hand in raising the business of many a printer and his customers from small time to big volume. Advancing from the mere coating of paper to an integrated operation involving the whole papermaking job, Champion today provides growing businesses with coated and uncoated for letterpress and off-set, business papers, envelope, cover, high finish package wrap, papeterie and specials. If you're not satisfied with your present stand, try the proved method of expanding it with Champion paper.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

# Competition Keen for Annual 50 Direct Mail Leaders Awards

A Report by CHARLES B. KONSELMAN  
Chairman, Contest Committee, 1946

Traditionally, an important feature of the Direct Mail Advertising Association National Convention is the first announcement of the winners in the 50 Direct Mail Leaders Contest. This year at the first post-war DMAA meeting to be held in Chicago, October 18th and 19th, the leaders of the 1946 Direct Mail users and producers will be announced.

On the closing date for submission of entries this year, more campaigns had been received than ever before in DMAA history. This fact is especially worthy of note due to various adverse conditions including the shortage of paper and bottlenecks in various phases of graphic arts production, which forced the cancellation or postponement of a large volume of planned direct advertising material.

Just as this year's competition has topped all others in the number of contestants, it is apparent from even a cursory glance at the campaigns, that 1946 will also set a new high in quality of Direct Mail campaigns submitted.

In addition to the 50 Leaders, special plaque awards for campaigns of special merit selected from the 50 Leaders, will be awarded. These include: Consumer Direct Mail Plaque,

Dealer Education Plaque, Effective Letters Plaque, House Organ Plaque, Industrial Direct Mail Plaque, Mail Order Plaque, Showmanship Plaque.

In addition, a new award has been established this year. A special merit plaque for the outstanding export Direct Mail advertising campaign will be presented, to recognize the increasing importance of material produced for overseas use by both American and Canadian companies.

The DMAA's first Leaders Competition was in 1929. Its purpose then as now was to afford recognition to outstanding work in the direct advertising field, to provide the best Direct Mail material for the use of educational institutions, and to promote and publicize the vital importance of direct advertising in the graphic arts and advertising professions.

Judging of the 1946 50 Direct Mail Leaders has been under the direction of Henry Obermeyer, Assistant Vice-President, Consolidated Edison Company of New York, Inc., who with four other prominent, capable and impartial collaborators constituted the Board of Judges. They have rated campaigns entered in the competition on the following elements: (1) results for effectiveness,

(2) plan and continuity, (3) copy, (4) design and physical appearance. The 50 Leaders for 1946 will be chosen on this basis.

As in the past, each successful contestant has been asked to furnish six additional copies of his winning campaign identical with the first. These six sets of the 50 Leaders will be available for tour and exhibit purposes throughout the country. One complete set is kept at the DMAA headquarters library in New York for permanent reference.

After the exhibit schedule has been completed, the 50 Leaders of 1946 will be placed for permanent display with leading universities and colleges selected by the DMAA Board of Governors.

Since its inauguration and increasingly through the years, the Leaders competition has provided recognition and deserved tribute to the outstanding men and women in direct advertising. It is also a real and most beneficial influence in the development and use of constantly better and more effective techniques through the opportunity given those working in the graphic arts throughout the country to see, examine and analyze the 50 Leaders campaigns.

All those who attend the convention at the Hotel Stevens are urged to see the 50 Leaders Campaign which will be on exhibit. Those who cannot attend the meeting will have an opportunity to view and examine the Leaders when they are on tour or at the DMAA headquarters library.

## A HOUSE ORGAN ANTHOLOGY

A new kind of book is scheduled for publication in October, 1946. It is called "Anthology of the Phoenix Flame" published by Harry "Hig" Higdon. *This reporter* received one of the first hand bound and personally inscribed copies from the author and publisher.

The book is 8½" x 11"—7⁄8" thick. The main body of the book, alone, contains one hundred one short stories, articles, editorials, essays, and witticism mostly by Hig; and forty-one illustrations—most of them by artist Elmer Jacobs. In addition, there is a Supplement containing 132 representative covers, titles, tables of contents, special inserts, etc., from



long out-of-print issues. Beautifully bound in the Flame tradition. Price \$5.00. Published by The Flaming Press, Chicago. (That's Hig.)

This is the first time, to our knowledge, that anyone has undertaken the compilation of an anthology of a house magazine. The *Phoenix Flame*, probably, is the only house magazine in the United States that could receive such treatment and still retain general interest.

Hig couldn't possibly make any profit on the price asked for the quantity printed. It is a magnificent book. It may be of help to the embryo house organ editor. It will at least give him the opportunity of dreaming dreams even though they can never be realized.

# Kleid Disputes Hockenhull's Tips

Dear Henry:

While there is much that is useful and sincere in Floyd Hockenhull's article in the August *Reporter*, "Tips That Help the Success of a Subscription Mailing," it might be well to examine more closely the major conclusion.

His article is based on the following questionnaire:

"Why is this true? Why do more people mail in their subscriptions in response to, say, a mailing consisting of an inexpensive multigraphed letter, an order form and a reply envelope than to a beautiful, expensive sales presentation printed in several colors?"

As could be expected, he received the following answers, "The more expensive the letter, the worse the results" . . . "a plain, simple letter seems much more personal to almost anyone than does an elaborate, flashy mailing. That, I believe, is the prime reason why a quiet, simple circulation mailing almost always will outpull an elaborate one" . . . "your professional-looking elaborate mailing, however, looks like just what it is: a circular mailing. And fewer of them respond to it than respond to the simple mailing which looks much more nearly personal," etc., etc., etc.

Of course the joker in Floyd Hockenhull's question is the phrase "*beautiful, expensive color presentation printed in several colors*" or as he paraphrases it, "*a professional-looking, up-to-the-queen's-taste-appearing subscription — solicitation.*" I wonder what Leonard Raymond of Dickie-Raymond or Herbert Ahrend or Richard Manville would say to preparing a question with such a leading, "loaded" statement and beginning a question, "Why is this true - - ?"

In effect, and by indirection, the entire article casts a shadow on creative, imaginative thinking. It reduces Direct Mail to the "*multigraph mentality.*" Interpreted, it says . . . why bother with new ideas, new methods, new thoughts . . . after all, anything that doesn't resemble a simple letter is an advertising circular, a stunt or a trick that will take away from the personal qualities of the letter.

**Reporter's Note:** In August report we reprinted from Circulation Management an article by Floyd Hockenhull. Much of the material was sound, but we expected some of the professionals to hit the ceiling over a few points. Lewis Kleid of Mailings, Inc., was the first to blow up, and we'll reprint his letter in full. Part of it contains ideas he presented to 100 Million Club at its September meeting.

Perhaps this brand of thinking is responsible for the present sad state of Direct Mail. If you have access to mailing pieces created thirty or forty years ago, you'll see what I mean. Robert D. Chase now with *Parents' Magazine* and formerly Circulation Manager of the *American Home* said in an article, "Are Mail Order Executives Intellectually Stagnant?", "in the eyes of the public and within the ranks of our own profession we (mail order men) do not have caste. In philosophy and technique the mail order business reached its maturity back in the 80's and 90's. . . . our technique of letter-writing and of merchandising has not changed an iota."

Good for Bob Chase. More men like him are needed in Direct Mail . . . men who have courage and vision and imagination. Look at the progress of radio advertising in the last twenty years. The hucksters can be criticized for poor taste and over-selling but never for lack of initiative or lack of new ideas for hammering home a sponsor's name and product. And look at the progress in newspaper and magazine advertising—an advertising layout book ten years old is considerably dated. The space advertising of twenty and thirty years ago is now terribly out-of-date in style and technique.

Where is the fault? Why has Direct Mail been so backward? I think Mr. Hockenhull's article reveals the problem. It's so easy to place a letterhead in a typewriter and start writing copy, "Dear Friend" or "Dear Reader" and then follow through with the old AIDA message formula: You know Attention, Interest, Desire and Action. Then, off to the multigraph and a mailing has been born.

It's so much harder to think of a good running caption such as:

These Fifty Low-Priced Stocks  
Will Outstrip the Market  
In the Current Rise!

than to fill in a typewritten salutation "Dear Mr. Soandso" or "Dear Investor." It takes creative imagination to think of a little functional gadget such as the small pencil inserted in the wing of Watson Davis' business reply card for Science Service . . . "Nix" Merriam's McCallogram . . . the continuously resourceful, imaginative mailing pieces from Eugene Watson of *Popular Science* . . . the Transition Rate mailing from *Time* magazine to ex-GIs with its four-cover letter and an extraordinary all over illustrated outer envelope . . . or *The National Geographic's* magnificent full color circulars.

Yes, it's so much easier to bat out a multigraphed message than to think of some logical gadget, a functional die-cut, a scent that might be appropriate, some principle of texture and touch that might be applicable, a size and shape that might serve to dramatize a copy appeal . . . or a personalization device to attract and hold attention. I'm not talking of stunts, tricks or novelties. I've written, produced and mailed too many millions of letters for mail order services, book clubs and magazines to fall for any cheap stunts or flash showmanship. A creative mail order man does not have to be limited by the limitations of the multigraph. He can use dozens of sound, logical, functional devices to make the reader open the envelope, read the contents and use the order card.

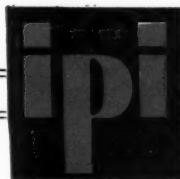
Elsewhere in the article Floyd Hockenhull says "Those who use elaborate circulation mailings, usually are those without much Direct Mail experience." I think Frank Herbert, of *Readers' Digest*, as one of the great mail order men, might contradict that statement. His current offer of six months for a dollar with a free premium "Getting the Most Out of Life" is one of the most *professional, beautiful, colorful, expensive* sales presentations ever produced. It consists of an oversize baronial glassine



# KEEPING IN TOUCH

PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

SEPTEMBER, 1946



## PRINTERS SAVE TIME, CUT COSTS, WITH READY-TO-USE EVERYDAY INKS

### No Valuable Man-Hours Wasted in Color Matching

Printers can count on obtaining the maximum of efficiency with the minimum of bother from IPI's line of carefully formulated and thoroughly performance-tested Everyday\* Inks.

Packaged in convenient, easy-to-open one and five pound cans ready for immediate use, the line consists of the 35 most popular colors, plus a full range of blacks, white, and compounds.

Formulations for Everyday Inks are one of the direct results of the continuous ink and color research program carried on by IPI laboratory technicians who are continuously striving to give printers the utmost in a trouble-free, easy-to-use ink. Everyday Inks are checked against rigid standards for uniformity, color, tack, viscosity, and quality of ingredients and are especially suited for use on automatic and similar type presses.

Today, Everyday Inks enable the printer to handle a wide variety of printing jobs without wasting time and effort spent doctoring up inks to match color or to fit his pressroom conditions.

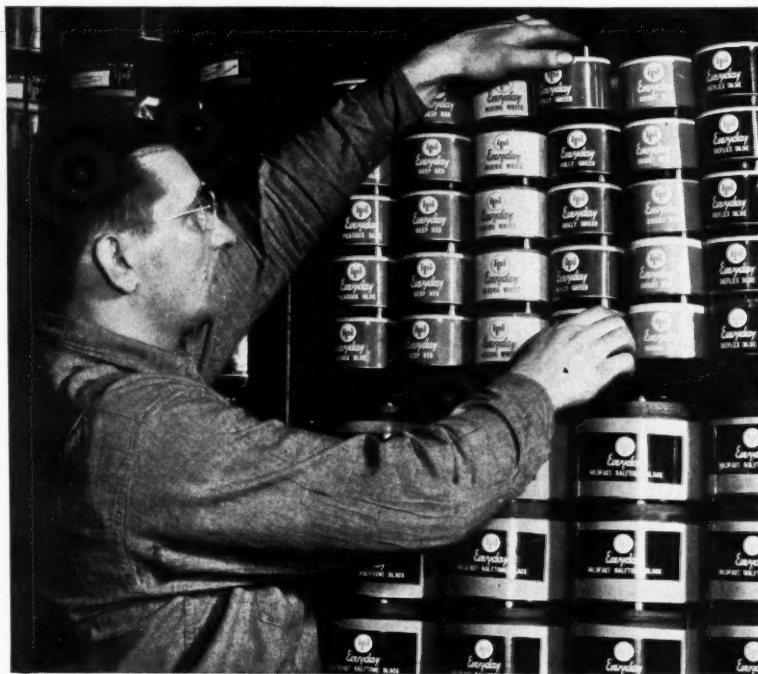
### FOR HALFTONE PRINTING

*Everyday Holdfast\* Halftone Black* offers the finest in all-purpose halftone blacks . . . Dries in 4 to 6 hours without application of heat and much faster with heat . . . Has excellent non-scratch properties.

Where rapid drying is desirable *Everyday Vaporin\* Halftone Black* more than fills the bill. This high quality Halftone Black will dry immediately with application of sufficient heat . . . Dries rapidly with ordinary gas bar and can be backed up in a short time.

### FOR PUBLICATION PRINTING

*Holdfast* and *Vaporin* book blacks have the same fine characteristics and rapid drying qualities of the *Halftone*



*Ready-to-use Everyday Inks are in stock at all IPI branches.*

Blacks and are packaged especially to meet the needs of the book and publication printers. A standard inexpensive all-purpose Book Black is also available.

### SPECIALTY BLACKS

Special Everyday Blacks designed for printing on high gloss label stock, heavy bond and ledger papers, and on all types of cover stocks, plus a line of Dull Halftone and Non-Scratch Blacks round out the Everyday Black line.

### FOR PRODUCING TINTS

A full line of opaque, transparent and mixing whites offers you an economical,

convenient, easy-to-use means for producing just the tint or transparent effect needed for a special job.

### EVERYDAY COMPOUNDS

IPI Everyday Reducers, Binders, and Dryers are designed to help you improve printing quality when weather, unusual atmospheric conditions, or bad types of papers make it difficult to obtain good printing results.

For further information on how Everyday Inks can save you time, man-hours, and cut costs see your local IPI representative or write International Printing Ink, 350 Fifth Avenue, New York 1, N.Y.

\*Reg. U. S. Pat. Off.

FOR THE NEWEST IN INKS AND COLOR SERVICE—"KEEP IN TOUCH WITH I. P. I."

window envelope, an attractive four-page notesize letter, a six-page folder in full color and a full-color oversize order form. There's some sound thinking and intelligent planning behind that mailing piece and I wouldn't be surprised if it pulled 7 or 8 per cent orders.

Again, another statement with which I take exception. This, "The actual record of the number of subscriptions a mailing gets—and of whether it gets them at a profit or loss—is the only criterion by which to tell if a circulation mailing is a success, a near success or a failure." Would Nick Samstag of *Time Magazine* agree with this generalization? I doubt it! In fact William Baring-Gould, Circulation Promotion Manager of *Time* in the July issue of *The Reporter* said, "... our whole Direct Mail operation is designed not just to sign up as many subscribers as we possibly can but to give the basis for a lasting, friendly relationship between our company and its customers." Elsewhere in the same article he says, "Tests we have made in the past show that we would actually increase the returns from our new subscriber mailings by making them look like mass mailings. In fact, six or seven years ago we almost deliberately insulted our prospects by sending our letters on a No. 4 grade pink bond paper processed in purple ink, and if the ink smudged, so much the better. Obvi-

ously, the reason that effort pulled better on the cheap bond with the cheap printing is that a lot of people who got it said to themselves: 'If *Time* is cutting corners so on this invitation we must be getting a lot for our money.' Although we know we could probably increase our immediate returns by going back to that cheap paper, we never send out a letter now on anything but No. 1 sulphite bond because we want to start our relations with our subscribers, not on a note of chiseling and corner cutting, but on a note of mutual respect."

I returned to my work this Spring after having been in the Army for four years. I wanted to know what had happened in my absence. I talked to many advertisers, I wrote to every member of the Mail Advertising Service Association, to printers, agencies and large users of Direct Mail offering to exchange samples of unusual mailings. The answers all fell into a pattern: "... sorry we haven't done anything unusual in the last five years ..."; "we haven't felt the need to do anything different." ... "You will find enclosed some of our old stuff ... we have not done anything NEW since before the war ..."

I reviewed the samples of mail order Direct Mail which had accumulated in my Idea File during the war years. Dull stuff, uninspired, formula copy and conventional formats. Hardly a

one gave copy a springboard. Now I know that the offer or proposition is fundamentally more important than the way it is presented! But why should Direct Mail be handicapped. I think the time has come to develop and dramatize plain, simple mailings. With competition becoming a little keener, with customers becoming more critical, it may be necessary to give good copy a better chance of getting across ... by dressing it up ... not with gingerbread or gilt ... but with imagination and ideas.

Frank Egner, President of Funk and Wagnalls, previously Vice President of McGraw-Hill Book Company and author of *"How to Make Sales Letters Make Money"* has the right idea. He says, "... rules should never be so definitely established that they cannot be successfully broken. Special ingenuity, happy circumstances sometimes find a way to override the soundest rule."

Not only are the findings of this survey on subscription mailings unacceptable but the kind of thinking it represents tends to make mail order Direct Mail uninspired, unprogressive and unimaginative.

Cordially,

Lewis Kleid, Pres.  
Mailings, Inc.  
25 West 45th St.  
New York 19, N. Y.

## BUSINESS IDEAS FOR SMALL BUSINESS

The Department of Commerce of the State of New York seems to be doing a good job for a small business. The Department has issued a series of booklets covering various stages of management.

Each booklet measures 5½" x 7¼" and they run from 16 to 56 pages. Some of the subjects covered in individual booklets are:

- Publications for a Small Business
- Big Aids for Building Small Business
- Insurance for a Small Business
- Use and Control of Credit in a Small Business
- Financial Services for a Small Business
- Starting Your Own Small Business in New York State
- Picking a Location for a Small Business
- Record Keeping for a Small Business

We like particularly the booklet on mail advertising and other forms of selling promotion for the small business. Copy seems very sound.

New York State is also issuing attractive and elaborate brochures on the various cities. They dramatize the industrial and marketing possibilities in the important areas.

## A DOODLING MEMO PAD

That's an interesting memo pad issued by Ray Thompson, 116 Greenwood Avenue, Wyncote, Pennsylvania (artist) to his customers and prospects. There are 32, 3" x 4¾" memo slips gummed and mounted on a piece of blotter stock. Only advertising is on the inside of the piece of blotter stock. At the top of each sheet appears the wording "doodle-bug Heads." At the bottom of each sheet is a partially

drawn cartoon (each one different). Men, women, children, Wacs, Waves, convicts, kings, Japs ... all sorts of types. The idea is that the doodler can fill out the rest of the cartoon.

Ray sends these out with a unique memo from himself which reads as follows:

Here's a handy little pad designed especially for "doodlers" of all ages. Keep it on your desk—use it while phoning, thinking or just plain day dreaming. Use it to blot your signature or when the ink well spills!

Science says it's good for your subconscious to "doodle," but don't let that stop you from having fun filling in these faces, or making scratches, scrawls and furbelows of your own!

Everybody's "Doodling It!"

Not much to it, but the stunt has attracted a lot of attention. The "doodle-bug Heads" have also been used on post cards limiting the coverage to about seven subjects.

"I want to show a customer some of our best samples"

"Be sure to include those jobs we did on **TICONDEROGA TEXT**"



Right you are, Mr. Printing Shop Foreman! **TICONDEROGA TEXT** does give printed matter every advantage. For this top-ranking favorite among watermarked text papers is as noteworthy for good looks as for printing qualities. Deckle or plain edge.

Whether line-cuts and type by letterpress, offset-lithography or photogravure—you can be sure of *brilliant* results every time. Choose a laid or wove finish in any of seven attractive colors (or really white white). Each will lend the proper touch of distinction to booklets, announcements, menus—doing credit to your reputation as a printer.

With current conditions, we cannot say there is enough **TICONDEROGA TEXT** for all who want it. Everything possible is being done to balance supply and demand while maintaining the quality standards of the world's largest maker of paper. International Paper Company, 220 East 42nd Street, New York 17, N.Y.

**INTERNATIONAL  
PAPERS**

*for Printing  
and Converting*



# PAST HISTORY OF LETTERS

(an interesting report)

Dear Mr. Hoke:

In your July DM Gossip Column you express an interest in who started the first lettershop.

Well, I can take you back nearly fifty years, here in Chicago. Probably the first lettershop, as distinguished from a printshop, must have been started with a Multigraph, as it was the first practical machine (invented by Harry C. Gammeter about 1902) that produced imitation typewritten "circular" letters in quantity without a printing press.

Prior to that time, printers used to turn out imitation typewritten letters on platen presses, using typewriter type and printing through cloth, called "china silk" stretched over the face of the form, and using purple ink, as all typewriter ribbons were purple in those days. Bill Kier, Harry Ahrend, and others stuck to the printing principle, as distinguished from Multigraphing, while at the same time such fellows as Buckley and Dement, and Williams (Chicago Trade Circular Addressing Co.), as well as Polk, Donnelley, Ross-Gould, and others got into the letter business through the mailing list business.

In those days (before the Multigraph) there was no practicable method of getting out circular letters but by printing press, so that I believe lettershops, as such, were unknown. The letter producers were printers, doing all kinds of printing on the same presses.

The other means of duplicating were: the Edison Mimeograph, a flat-bed device that used a wax impregnated stencil, the Hektograph, a gelatine compound in a flat pan, and the clay-bed duplicator, a kaolin compound, also in a flat pan.

One of my first jobs, as a small boy, was with Theo. A. Heyer, who at that time was making and selling gelatine duplicators. When I heard about the new Gammeter Multigraph I was fascinated. I immediately went to work on "T. A." to get him to buy one. Well, \$250 was a lot of dough in those days, but when I threatened

to quit if he didn't get me one, he gave up. The machine we got was Serial No. 32 (Model 2), and it must have been about 1903 or 1904. We produced multigraphed letters thereafter for anyone who happened to want them, but we were not a lettershop, as hectographs (with a c) were our main line.

If you can get the American Multigraph Co. (Addressograph-Multigraph) to tell you who bought the first Gammeter Multigraph, Model 2, Serial No. 1, probably in Cleveland or Chicago, you may have the first lettershop operator, unless the first machines were sold to private users. I think it will turn out to be a public stenographer, who had been using a Neostyle or a Mimeograph before the Multigraph came out.

The subject is painful as it reminds me of how old I am.

Cordially,

Clarence E. Evans  
1140 N. LaSalle St.  
Chicago 10, Illinois

*Reporter's Note:* Thanks, C. E., for the past history. We'll ask A. M. Co. for Serial No. 1. However, Bill Kier and others considered themselves to be in "lettershop" business before the multigraph was developed. Bill (back in 1924) told me fancy tales of his secret room where behind padlocked doors, with long rubber gloves, he made his special inked ribbons. Couldn't trust the secret to anyone else. He also invented the gearing for moving a ribbon over face of chase in a flat bed press. He related how sick he was when the multigraph machine was first announced . . . thought it would put him out of business. Instead, the multigraph popularized letters . . . and the pioneers rode to success on the wave of business which followed.

H. H.

P.S.—Multigraph Company says:

Bourne Fuller Company engaged in steel business at Cleveland, Ohio, purchased first multigraph September 3rd, 1904.

## ONE WAY TO STOP MAILING LIST DUPLICATIONS

Here's a letter we wrote on September 17, 1946.

GURO  
441 Madison Avenue  
New York, N. Y.

Dear Mr. Guro:

I am interested in the use of the mails for selling because I edit the only magazine representing this particular industry.

I am enclosing four of your circulars which were received all in one mail by my wife at 85 Cambridge Avenue, Garden City, Long Island.

I always hate to see any waste of money by those who use the mail. I know this duplication was not your fault.

But if you examine the hand addressing carefully you will see that three of your circulars were addressed by the same person who was probably trying to increase her piece work rate by duplicating the names on the mailing list. The fourth circular was addressed in another hand writing . . . which might prove that the same list was handed to two girls . . . the second girl being a little more honest than the first.

It is my suggestion that you show this duplication to those who performed the work for you and ask them to be a little more careful with your money in the future.

Good luck . . . and keep on using the mails.

Sincerely,  
Henry Hoke, Publisher

*Reporter's Note:* If every reader of *The Reporter* took time out to write a letter like this every time a similar case cropped up . . . we'd be helping to break up the duplicated addressing racket . . . which is a racket. And it hurts Direct Mail.

## A BETTER LETTER SERVICE

W. H. (Bill) Butterfield, new educational director of the National Retail Credit Association, Shell Building, St. Louis 3, Missouri, tells us his Association has opened up its Better Letter Service to outside subscribers. The service costs \$20 a year. Each month the subscriber receives specimens of model letters, a letter bulletin, a letter of the month, timely tips and questions-and-answers on letter writing. Those interested should write to Bill about it.



## BREAKDOWN?

Don't make us laugh. You'll never hear us say, "So sorry—there'll be a slight delay." For weary presses we've an infallible cure. A little silly but—like us—it's sure. So send us in your copy—we'll run it double quick. We'll share with you the secret—a hairpin does the trick.

FOR CLARITY, COLOR AND CONSISTENT QUALITY  
**HAYNES LITHOGRAPH COMPANY, INC.**  
1140 East-West Highway Silver Spring, Maryland

# POST OFFICE

A REGULAR REPORTER FEATURE

October, 1946 may very probably go down in Postal History as one of . . . if not the *most* important month in many years of Post Office operation. Not only does October mark the reduction in the air mail rate . . . but also the 50th anniversary of the birth of the Rural Free Delivery service, the inauguration of regular helicopter service, the rebirth after a lapse of five years of the Post Office's participation in National Letter Writing Week, and last but hardly least the start of a promotion campaign of tremendous size by a private organization to increase the use of air mail.

First, here's the story of the Rural Delivery Service.

Hon. Thomas E. Watson, member of Congress from Georgia, introduced a bill which became law on March 3, 1893, appropriating \$10,000 for an experimental rural delivery service. Those in charge of postal affairs did not believe that \$10,000 was a sufficient amount of money to establish such trial routes, so it was not until October 1, 1896, under President Cleveland, and Postmaster General William L. Wilson, that Rural Delivery Service originated. Mr. Wilson was a native of West Virginia, and therefore, he established the first rural routes in his own state, at his home town of Charles Town.

This experiment proved successful immediately, and after a few months other routes were set up in many sections of the country. By 1897 there were 82 rural routes, covering 1843 miles at an annual cost of \$14,840 in operation.

The following figures give an idea of the growth of the Rural Delivery Service:

	No. of Routes	Total Mileage	Service Cost
1897	82	1,843	\$ 14,840
1907	37,728	899,249	26,661,555
1917	43,464	1,112,556	52,423,090
1927	44,730	1,270,746	104,484,115
1937	33,601	1,377,088	91,798,963
1945	32,106	1,435,059	107,046,080

In the fiscal year of 1945, 29,508,497 individuals were served from the 32,106 rural routes.

The rural mail delivery is known as the "Post Office on wheels." Rural carriers furnish the patrons on their routes the same service as they might obtain at the windows of the Post Office.



by  
EDWARD  
N.  
MAYER,  
JR.

Through their pick-up and delivery of letters, newspapers, magazines, parcel post, and the sale of money orders, stamps, war bonds, etc., the Rural Delivery Service provides inhabitants of the farm and smaller towns and villages with the same efficient mail service that inhabitants of the larger cities receive.

Rural carriers also obtain livestock statistical reports for the Department of Agriculture. They also report forest fires while in the course of their deliveries.

Now about 5¢ Air Mail. The new rate covers not only mail between the continental United States and its possessions but also will go into effect for air mail from the United States and/or its possessions to Canada. The promotion campaign that is planned is the largest ever used by the Post Office. Posters, cards, folders (and yes, even some Direct Mail to potential users) will be used by the government itself. But the really big splurge will come during Air Mail Week (Oct. 27th to Nov. 2nd). During that period the Air Transport Association, composed of commercial air lines has planned an imposing campaign to convince Mr. and Mrs. America they should use air mail. The copy in the ads will, according to the New York *World Telegram*, "remind Mr. and Mrs. America that air mail goes most everywhere overnight, *letters are opened first, read first and acted upon first.*" The ads will appear in 1550 newspapers throughout the country and will consist of five insertions in each paper. In addition there will be mats for newspapers and magazines to solicit private sponsors.

There's quite a bit more to the campaign than outlined here. It is undoubtedly the biggest thing ever done by a private organization for a government service (exclusive of the war campaigns, of course) and the thing we like best of all is the copy angle. Just picture 1550 newspapers carrying space that shouts in large black letters "*letters are opened first, read first and acted upon first.*" Shades of Arthur Brisbane.

\* \* \*

Marking the revision of the air mail rate, one of the large paper companies recently issued to its paper merchants from coast-to-coast, a tabulation showing the number of sheets of Writing and Air Mail paper which could be air mailed for 5¢. Tabulations were prepared with hairline accuracy—including in the calculations the weight of the envelope, weight of the stamp and the normal variations in the weight of the paper as well. For example, here are the number of 8½ x 11 sheets per ounce, including a No. 10 envelope made of 20 substance paper, plus stamp, that can be mailed for 5¢.

## TABULATION

Letterhead Substance	No. of 8½ x 11 Sheets Per One Ounce
7½	13
9	11
11	9
13	7
16	6
20	5

According to the paper company, business concerns will soon find it desirable to purchase letterhead paper adapted to three important functions—lightness for economical air mailing, distinctive enough to satisfy the demands of discriminating buyers and modern enough to meet the needs for all-purpose letterhead papers which will arise out of the new air mail rate change.

Contact your own paper jobber if you want further information, or better still get in touch with the Ecusta Paper Corporation of Pisgah, N. C.

# Multiply SPEED — Minimize COSTS

## with Ever Ready SPEEDWAY ADDRESSING Labels

### IN SHEETS IN 2 SIZES

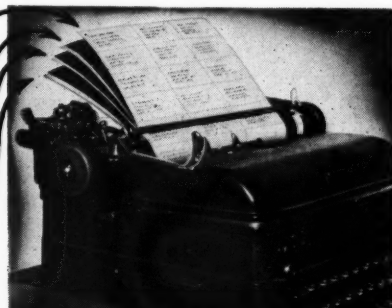
When it's SPEED they need, mailing houses and advertisers who know, use Ever Ready SPEEDWAY Addressing Labels. Mass mailings are completed in a fraction of usual time because SPEEDWAY Labels enable smooth, continuous typing and FOUR copies in ONE typing. Ever Ready SPEEDWAY Labels too, eliminate wasteful handling of individual cards, broadsides, envelopes, etc. Re-typing from SPEEDWAY sheets is far faster than from cards or directories. List clean up and maintenance likewise, is a snap, and many thousands stack compactly on your shelf. It all adds up to time and money saved, covering more than the cost of the labels. SPEEDWAY Labels are a part of every modern mass mailing and follow-up system.

SPEEDWAY labels allow ample space for complete addressing requirements

Carbon DUPLICATE for use on follow-up mailing, sales or file-record maintenance

TRIPLICATE copy (labor-free) neat and clear for mailing or any system purpose.

ANOTHER extra copy, ideal for master file or your list cleaning and maintenance.



1, 2, 3 or 4 COPIES IN ONE TYPING

#### Actual Size of a SPEEDWAY Addressing label, 33-on-a-sheet, perforated.

8,250 labels ( 250 sheets)	40¢	per 1,000
16,500 " ( 500 " )	31¢	" "
33,000 " (1,000 " )	24¢	" "
66,000 " (2,000 " )	23¢	" "

#### Actual Size of a SPEEDWAY Addressing label, 24-on-a-sheet, perforated.

6,000 labels ( 250 sheets)	55¢	per 1,000
12,000 " ( 500 " )	50¢	" "
24,000 " (1,000 " )	44¢	" "
48,000 " (2,000 " )	33¢	" "

Each time you insert ONE sheet in your typewriter you get 24 or 33 individual labels . . . perforated gummed labels on each 8½ x 11 sheet: Get 2, 3, or 4 copies with ONE TYPING and solve your follow-up mailings, record-keeping, sales-checking and list maintenance problems.

### SPEEDWAY LABELS IN ROLLS

#### TYPING IS 22% FASTER WITH SPEED-O-ROLL LABELS

By actual test, Every Ready Speed-O-Roll Label addressing runs along speedily up to 308 per hour. Typists enjoy working with Speed-O-Roll Labels because they accomplish more with less effort. Sharply perforated, they tear apart as easily as postage stamps. 1,000 to the roll.

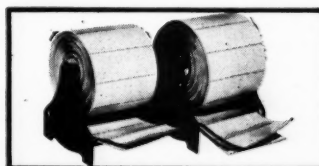
Available interwound with 1 or 2 carbons for 2 or 3 copies. For prices specify quantity.

#### PRICES - SPEED-O-ROLL Addressing Labels

White gummed, - for colors add 50%

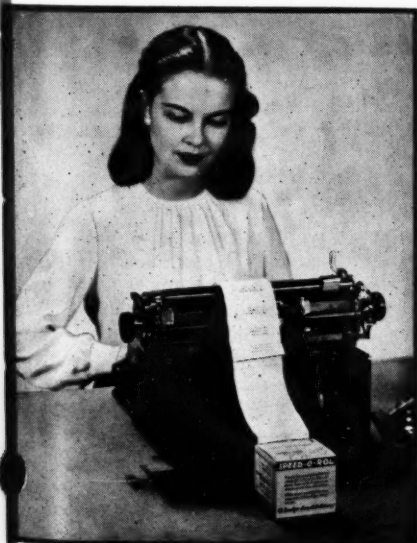
5,000 labels ( 5 rolls)	55¢	per 1,000 labels
10,000 " (10 " )	44¢	" "
25,000 " (25 " )	33¢	" "
50,000 " (50 " )	30¢	" "

#### Actual Size of a SPEED-O-ROLL Label



#### COLORS AVAILABLE:

Pink, yellow, green. Gummed and ungummed combinations to order. Specify size and quantity for prices.



EVER READY Label CORP

141 E 25th St N Y 10 N Y

On or about October 1st an air mail service by helicopter will be operated in the Chicago, Ill., area. The service will operate out of the Air Mail Field, and will probably be the first of a series of helicopter services. The complete plans of how, when and where the service will function in Chicago haven't been announced yet . . . but we'll give you complete details as soon as they're available.

\* \* \*

In preparation for the first day's sale of the new five-cent air mail stamps, Trans World Airline has converted a TWA plane of the DC-4 type, which can carry up to sixty passengers, as "the world's first flying Post Office."

Completely equipped with sorting tables, racks and regular mail handling facilities, this TWA mail plane of the air has space for up to a dozen postal clerks and more than a ton of letters at the new five-cent air mail rate. The clerks cancel and sort the mail in flight.

The first demonstration flight was made on September 25 from Washington to Chicago via Dayton, Ohio, and on the following day a second flight was made from Chicago to Pittsburgh and New York. Mail placed aboard the plane in Chicago, for example, was ready for distribution as soon as the flying Post Office landed at La Guardia Field.

\* \* \*

It is too early to report on this first flying Post Office . . . but it's a safe assumption that this too is only the first in a large group that will be in operation in the near future.

\* \* \*

We can think of nothing to say about National Letter Writing Week that the *Postal Bulletin* of September 10th doesn't cover very well.

**"INSTRUCTIONS OF THIRD  
ASSISTANT POSTMASTER  
GENERAL"**

**NATIONAL LETTER WRITING  
WEEK**

National Letter Writing Week because of its general appeal and real human interest has become a popular annual event. This year it will be observed October 13 to 19 and the Post Office Department is planning again to participate in such observance as in former years until War conditions prevented doing so.

Accordingly, the Postmaster General, in a letter currently being sent to postmasters at all offices of the first, second and third classes and to many of the larger fourth-class offices, is requesting their earnest cooperation in the observance of Letter Writing Week and suggesting ways and means for its effective promotion. In connection with such letter there are also being sent one or more posters calling attention to Letter Writing Week and copies of a folder featuring the theme "Someone Feels Better When You Send a Letter."

Postmasters are therefore requested to look for the material mentioned and when it is received give this most worthy project their personal attention and perfect their plans for local participation in its observance. Let us all work together to make National Letter Writing Week, October 13 to 19, a great success.

\* \* \*

One thing we can add however. Both the D.M.A.A. and the M.A.S.A. will be holding national conventions during National Letter Writing Week, and it would be a crying shame if both of them didn't do something about it.

\* \* \*

We like the following which appeared in the *Postal Service Bulletin* issued in August by the National Council on Business Mail, Inc.

There's a picture called "The Postman Always Rings Twice" in Chicago starring Lana Turner and John Garfield, and it has nothing to do with postmen and positively nothing to do with their ringing twice.

Mail carriers are not specifically required to ring at all. Sometimes the postmaster gets complaints from citizens who object that their mailman is pushing the buzzer, and they don't like it. Other householders complain if the carrier doesn't ring. It is all very confusing.

Most postmen have an understanding with the folks on their route. Some have an agreement whereby they do not ring at all if the mail appears to be a bill or advertisement, but will ring if the mail looks important.

At least once a year every carrier route is checked by a field foreman, who covers the route with the carrier.

Postmen begin as subs at \$1.04 an hour, and, according to their place on the waiting list, eventually become regulars at approximately \$2.100 a year. After 15 years of service they earn approximately \$2,900 yearly.

Postmen pay income taxes even as you and I, and in addition they pay 5% of their income into their own pension fund, for they are not covered by social security.

Carriers handle a hundred million pieces of mail a day, traveling 1,435,000 miles daily and serve 29,500,000 patrons.

None of this interesting data has anything whatever to do with "The Postman Always Rings Twice," which hasn't got a postman in it, or even anybody who gets a letter.

Sometimes Hollywood confuses us.

\* \* \*

. . . and here is the first actual proof (the slip was enclosed in the September 21st Letter) that "smart" companies are going to take advantage of the 5¢ air mail rate.

**Air Mail—Without Additional Charge**

Beginning October 1, all Kiplinger Letters going to subscribers west of the Mississippi, and in the states of Maine and Florida, will be sent by Air Mail without additional charge.

Our purpose in making this move is to get every subscriber's letters into his hands on Monday. If you live east of the Mississippi, and your letters fail to arrive on Monday, let us know and we'll send them by Air Mail.

We appreciate your interest in our letters, and we hope that this added service will increase their value to you.

The Kiplinger Washington Agency.

**P-F-F-F-T**

Our friend Charlie Morris, of Reinhold-Gould phoned and gave us a hot tip for a good up-to-date article on Direct Mail for this issue. Said we ought to investigate how the New York department stores reacted in the truck strike emergency and how they put Direct Mail to work when they couldn't run any advertising in the newspapers. Fine idea. But no soap. It didn't take much investigating.

The National Retail Dry Goods Association told us that a survey had been made. Some of the stores tried radio advertising but only in a lukewarm way. No one could discover any unusual Direct Mail activity.

The real truth was, the stores were jammed in spite of the absence of advertising. The NRDGA opines that crowded stores (without advertising) were due to: 1) mothers flocking in at the last minute to get children equipped for school, and 2) women being fall fashion conscious.

So, after all, Direct Mail wasn't needed. Sorry Charlie. No story.

H. H.



**P**ARDON US, while we prick you into action on those booklets, folders, sales letters, catalogs and other sales promotion aids that are waiting to be done if you are to be prepared for competitive selling. This is our 25th year at the same stand — planning, writing, and producing sales promotion to selective markets, developing special techniques

and methods which have been found to produce definite results. This is not a general advertising agency (because we handle no space, radio, or out-door) but we are departmentalized in the same way, and offer the same type of service in all other phases of sales promotion, on a fair fee basis. Quick, Professor Magoon, the needle!



MERCHANDISING & SALES PROMOTION COUNSEL . . . DIRECT ADVERTISING

*Dickie-Raymond, Inc.*

521 FIFTH AVENUE, NEW YORK 17 • MUrray Hill 2-5330  
80 BROAD STREET, BOSTON 10 • HANcock 3360

# GO-GIVER ADVERTISING

**Reporter's Note:** We've seen the same slant used before—but we like the treatment given to the subject in an issue of "Effective Selling To Industrial Markets," recently brought to our attention. We'll reprint without further comment from the excellent house magazine produced by Hitchcock Publishing Company, 542 South Dearborn Street, Chicago 5, Illinois.

The era of the GO-GETTER in personal selling is over. High-pressure methods are out. Even before the war, buyers were refusing to be *forced*, they were refusing to be *driven*. And postwar buying will be done in the same mood. Buyers will not be pushed. The popular postwar salesman will be the GO-GIVER . . . the man who *attracts* business through the magnetic *pulling power* of service, courtesy, sincerity and helpfulness.

Elbert Hubbard once said that selling and advertising are twin sisters and that he was never able to tell the girls apart. If that is true, and we believe it is, then advertising should also practice the GO-GIVER philosophy.

In writing an advertisement, planning a Direct Mail piece, or getting out a sales letter, what is our usual mental process? How can I knock 'em cold? How can I *get* returns? How can I *get* people into the store to buy my goods? We think in terms of *hitting hard*. We think in terms of *punch, smash, knockouts*. The buyer knows we are trying to *get* him and he puts up his guard. The louder we shout, the faster he runs away from our message!

How can we put the GO-GIVER spirit into advertising? Let's take a look at some of the mental gifts we can give to those who read our advertisements.

## 1. The Gift of Helpfulness

Forget what you are going to get out of your advertising. Think in terms of what your prospect can get out of your product or service. Make a list of things your product will *give* your prospect in value, service, profits, savings, happiness, inspiration. Think in terms of *buying-points* instead of *selling-points*. Mentally X-ray your product to discover all the features that *give the user greater value*. Then concentrate on telling about these values.

## 2. The Gift of Simplicity

"Make it so simple that a child will understand," said Lincoln, "then no one will misunderstand." Lincoln practiced what he preached—his Gettysburg address contained only 270 words . . . 198 of them of one syllable. The greatest advertisement, generally speaking, is the one that uses the most small words. Small words used with creative imagination are dynamic. Give your prospect the gift of a simple, crystal clear, understandable description of your product.

Also, give the gift of simplicity in the set-up. Make your advertisement easy to look at, inviting, easy to read.

## 3. The Gift of Facts

When a man brags to you in person, how much do you discount what he says? About eight per cent! How intently and sincerely do you listen to the man who brags? You use the first excuse that offers itself to get away from him. Why should bragging in print create a different response? It doesn't!

The war heroes with the most medals usually talk the least . . . but how we listen when they do talk! There is something about their bearing that creates confidence.

GO-GIVER advertising is subdued, quiet, modest. It makes no exaggerated claims. It is believable and faith-creating because it is based on fact, not fancy. It gives the gift of facts.

## 4. The Gift of Friendliness

What would you think of a stranger who came into your office and waved his arms and shouted: "I'm a great fellow, I am . . . buy from me!" Or, what if a man came in walking on his hands or turning cartwheels? Do men like that remind you of some advertising?

Your advertising is a stranger coming to the desks of your prospects. Its job is turning prospects into friends. The way to make friends is to be one. Tell your story as though talking to a friend you wish to help. Explain your product as you would explain it to a personal friend of yours who could profit from its use. Give the gift of friendliness.

## 5. The Gift of Quality

When advertising is mediocre, we assume that the firm sending it out and the products advertised are also mediocre.

A firm's advertising is a mirror. Prospects may never see your factory or your product before they buy . . . they judge the character, experience, ability and manhood of your organization and the quality of your product by the reflection they see in the advertising mirror. To make quality mental impressions in the minds of prospects, give the gift of quality in the design, illustrations, the copy and make-up of your advertisements. Keep your advertisements as well dressed as your personal salesmen.

## 6. The Gift of Repetition

When asked the secret of his success, an old colored preacher replied: "First I tells 'em what I is going to tell 'em. Then I tells 'em. And then I tells 'em what I done told 'em." The old colored preacher caused souls to be saved through repetition.

If you have a product that will speed production, increase profits or cut costs for those who buy it, then you owe it to them to keep reminding them about it. Without constant reminders, people forget. If they forget about a good product or a good service, then they lose through your failure to keep in touch with them.

With new approaches, new ideas, new ways of making the old sales story fresh and inspiring, keep telling about your product again and again. Give the gift of repetition.

GO-GIVER advertising backs up GO-GIVER personal selling. The two make an unbeatable combination. They make a team that not only wins business, but holds it and creates repeat business. GO-GIVER selling and advertising are the solid rock upon which many a successful business has been built.

## SHORT AND SWEET!

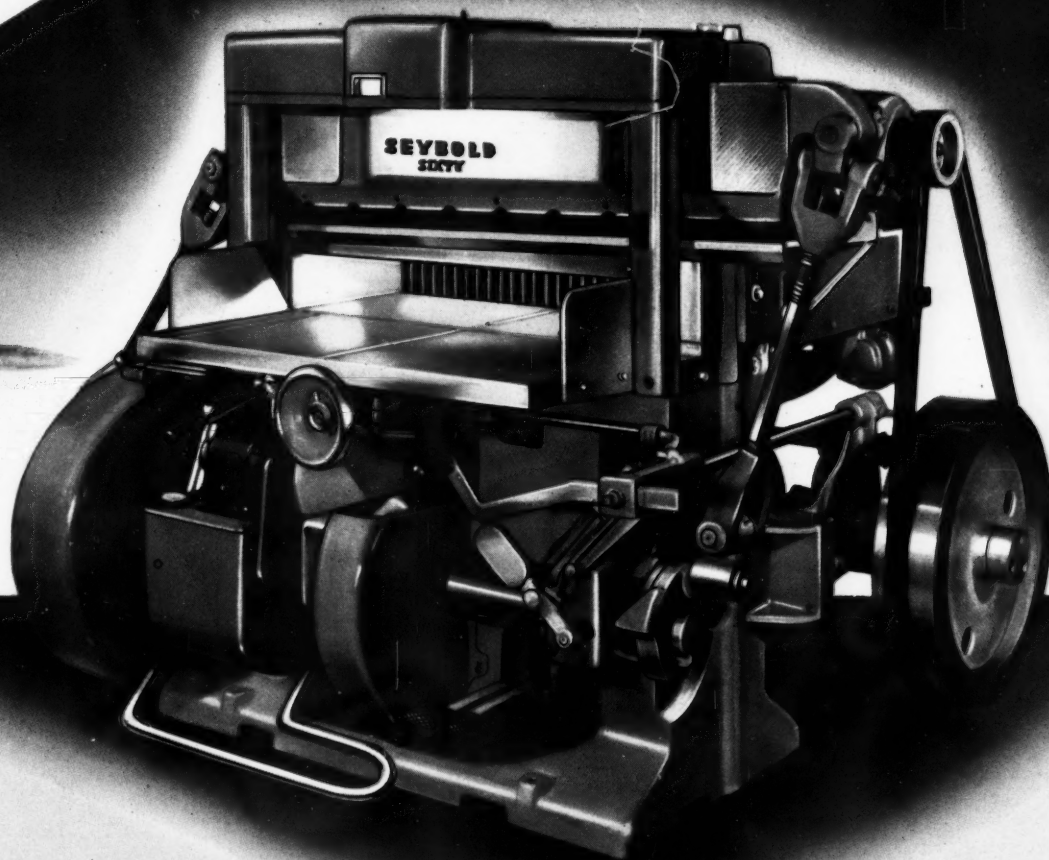
(Penwritten note attached to renewal check)

Ideas taken from *The Reporter* have paid big dividends to me.

Norman A. Vierk  
Koil King Manufacturing Co.  
512 Ferry St., Lafayette, Ind.

Lithographed in the U. S. A. on a Harris Offset Press

# SEYBOLD SIXTY



## *Details . . .* Sharp and Clear, with Offset Lithography

OFFSET LITHOGRAPHY is fast becoming the standard method of printing direct mail and collateral material. From it you get reproductions of details that are sharp and clear. It is colorful, extremely flexible, and *it gives you the best run for your money*. For a brief presentation of the basic values of Offset, write for our new 24-page booklet, "Why Offset Lithography is On the March." Address, Harris-Seybold Company, General Sales Office, Cleveland 5, Ohio.

FOR SUPERB RESULTS FROM OFFSET LITHOGRAPHY—

*Don't pinch pennies!*

*you need—*



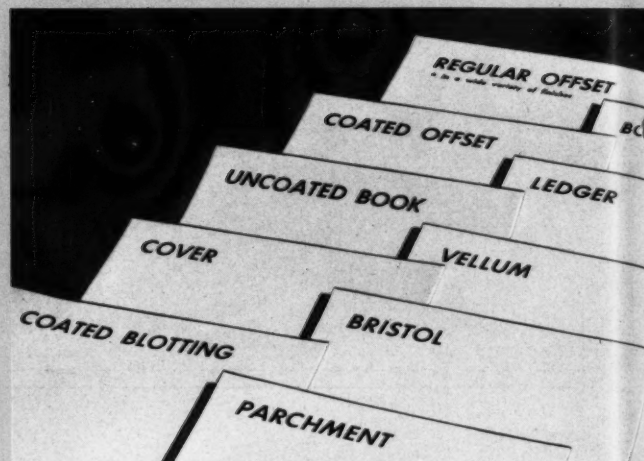
**1. GOOD ART AND PHOTOGRAPHY.** Naturally, snappy results cannot be expected from mediocre "camera copy". You'll want to supply your lithographer with photos and drawings with sharp contrasts and good highlights. Illustrations will have life and snap.



**2. GOOD NEGATIVES AND PLATES.** The lithographer needs elbowroom in pricing a job. Allow him leeway to do the dot-etching and other skilled negative work needed to produce top-quality plates. You will still retain price advantages over other methods.



**3. GOOD PRESSWORK.** With offset, as with other processes, good presswork costs more than poor presswork—but it's worth it. After the job is ready for press, don't crowd your lithographer unduly. Remember that in any fine art, craftsmanship takes time.



**4. GOOD CHOICE OF PAPERS.** An advantage peculiar to offset is its ability to reproduce the sharpness of detail and uniformity of tones of the original copy, on a wide variety of papers. Your lithographer can assist you—allow him a voice in the paper selection.

Harris-Seybold has just produced a new 20-minute movie—in full color and sound—on Offset Lithography. It is available to lithographers for showings to advertisers and agencies. Ask your lithographer about it, or write us direct. Harris-Seybold Company, Cleveland 5, Ohio.

**HARRIS-SEYBOLD COMPANY**

*Harris-Seybold Company • Cleveland 5, Ohio*

# Advertising highlights

Abbreviated Accounts of Advertising Activities

Edited by  
GEORGE KINTER

## A QUICK GLANCE AT THE NEWS

• **REAL CHUCKLE MATERIAL** for the pen-advertisement-weary public was dished out in September in an advertisement of the Inkograph Company, headed "Our 1955 Model . . . maybe! The ROCKET, the pen with the radiumed point—only \$1,091.99 (not including tax)." Tongue in cheek, the copywriter assures the public that "No other pen will do so many, extraordinary things . . . brand cattle, spotweld, etch letters in solid concrete, repel insects or strange men, cut cabs in two pieces, burn holes in any blanket, melt locks (throw away your keys), remove superfluous hair (no smell, sticky wax or paste!) and call police cars on short wave (if the police don't call you first). It may even write, for all we know! . . . And you have only nine more years to wait!"

"Meanwhile," the copywriter continues, "if you just want a fountain pen for writing—may we recommend the Inkograph? It writes with ordinary ink that comes out of bottles, and you can fill it yourself."

As the ad was prepared back in April it was probably only a coincidence that Reynold's recently announced pen was named "Rocket."

• **"PROTECT YOUR RIGHT TO GET RICH,"** is the plea of Harry H. Scott, an advertising agency man, and Fred Nicholson, a lithographer in the city that Pabst beer made famous. These boys becoming fed up with the fancy phrases used in selling the public on "free enterprise," dug down into their own pockets for two thousand bucks to start a campaign for the understanding of average wage earners. Seventeen outdoor boards are advising Milwaukeeans to "Keep U. S. Free—Protect Your Right to Get Rich" with

such sub-heads as "Better Pay for the Better Man" and "Praise, not Scorn for the Man Who Gets Ahead." The boys are hoping that their efforts will result in a national movement.

• **"TIME TO SLEEP,"** we reported in July issue, is a recorded spoken lullaby that puts listeners to sleep. It found no sale in record shops but sold like hot cakes in drug stores. We now learn that the government has hailed its recorders, the DeLuxe Record Company of Linden, N. J., into Federal District Court in Brooklyn on the grounds that the sleep inducing record should be classified as a "device" under definition of the Federal Food, Drug and Cosmetic Act, and as such does not perform that function of the body. The creator and producer of the record, Ralph Slater, a well-known hypnotist stated: "I'll ask for a jury of insomniacs on whom to test the record. If it doesn't work, I'll eat the record." As the record is of the unbreakable type, Mr. Slater has promised a big order. The DeLuxe Company is a bit mystified as to why the government took no action until the records were placed on counters where sleeping pills were sold and mounting sales were reported.

• **A BETTER MOUSETRAP,** in itself, might cause the world to make a beaten path to its maker's door but Ratchford Engineering Products, makers of Electrocuter, a new Compact Electrical mousetrap, priced at \$1.35 will tell the world about it in ads that will run in a number of national magazines. Copy will stress the neatness and cleanliness of the Electrocuter which throws the mice clear of the trap.

• **AGENCY BOYS** will probably get some fun out of initialing the new

### Reporter's Note . . .

George Kinter, who writes "One Advertising Man to Another," has, for the past 12 years, been issuing a little publication called "Advertising Highlights." Except for 3 or 4 hundred copies that are mailed to advertising people scattered throughout the U. S. and a few foreign countries, who have "discovered" the little magazine, its circulation is confined to the Pittsburgh district.

We have inveigled George into allowing us to print his "Quick Glances at the News" for a few months, and if our readers like them and enough tell us so, we will try to kid George into letting us publish them right along.

His regular column follows his "Quick Glances."

agency of Day, Duke and Tarleton. William L. Day was for many years creative head of J. Walter Thompson and later Vice President and Chairman of the Plans Board of Foote, Cone and Belding. F. DuSossiot Duke was advertising manager of Time and John V. Tarleton, recently Art Director of William Esty & Co., was with J. Sterling Getchell agency for many years. The new agency is interested in only big-time accounts.

• **JOE LOUIS PUNCH** will be the name of a new soft drink to reach the market this fall. It will be produced by the All-American Drink Corp. financed largely by friends of the Brown Bomber. It is predicted that the name will make it a big seller in the Negro market.

• **THE BROWN BOMBER'S** ex-wife is now sharing her "10 Beauty Secrets" with those who crave them. The 10 secrets are 10 "Marva Louis Personalized Toiletries" which she is listing—along with her picture—on billboards and car cards in Chicago.

• **TO AVOID A JARRING NOTE** between paper and ink, Park Square (paper) Mfg. Company have developed a paper, colored to harmonize with Parker Pen Company's Quink. While Park Square is not affiliated with Parker Pen, it will advertise the combination of its Waterspun colored writing papers and Parker's Quink at no cost to the pen people.

• **DOLLAR VOLUME** of commercial printers for 1945 was about 65% above 1939 according to preliminary tabulations of a special survey of the

printing and publishing industry being made by the Census Bureau. While letterpress printing still predominates, incompleting figures show lithography gained 85% as against 58% increase for letterpress.

• **REFUSAL TO SELL** over-priced houses was recently advertised by the Precision-Built Homes Corp., Trenton, N. J. Under the head, "There Is No Magic By Which Houses Are Built," the copy traced in simple and direct terms the rise in costs of the company's \$2,300 house to a current \$7,500 and pointed out that at this price "we know that it is not good value." Prospective buyers were reminded that "when building prices come down again, you'd be the owner of a home for which you paid far too much money. We would lose your confidence and good-will." The reader was invited to send in his name and address so that "when we can again offer you the home you want—at a price which means sound value—we'll send you an announcement."

• **ADVERTISERS** can expect to pay higher prices for printing, now that OPA has advanced the price of book and writing papers from \$7 to \$24 a ton.

• **IN NOVEMBER** *Liberty* will be found a catalog in a magazine. Lionel Corp., manufacturers of electric trains, will use 16 pages, in four colors. This, in addition to 600,000 overruns in covers will total a neat sum of \$76,240.

• **ADVERTISING VOLUME** will increase early next year is predicted by Roy Washburn, Sales Director of New Center Studios, Michigan's largest art organization. His prediction is based on the increased volume of art work now being readied.

• **GRADES TOPS BRANDS** with the largest percentage of women surveyed by Flanley & Woodward, public relations for Grocery Manufacturers of America. When asked, "If products were divided into various grades, would you still buy your favorite brands however they were graded?" 34% said yes, 37% said no, 22% didn't know and 7% just kept quiet.

• **OF THE 1,061,853 RADIOS** produced in July only 41 were television.

• **WOMEN ARE NOT ALL WET** in Okmulgee, Okla. Free umbrella-

lending service is afforded by women's apparel shops. The service is reported to be bringing new customers and creating good-will.

• **HAPPY DAYS** will soon be here again for men who don't like aeroplane wings under their chins. Button-down collars are on the way back.

• **STENOGRAPHS AND SECS** were appealed to in their own language by Max Schling, Inc., New York florist. A recent advertisement was printed in shorthand. It was "Greek" to most people but to stenographers and secretaries it delivered this message: "When the boss asks you to order flowers, take no chances—get Max Schling quality and service as well as the last word in flower etiquette. Phone Plaza 3-1500."

• **TRUTH IN ADVERTISING** may not have been a slogan 50 years ago, but the following advertisement reported by *Printers' Ink*, as appearing in a Western paper a half century ago, is evidence that its writers believed in it:

"Mr. and Mrs. Peter Travis take pleasure in announcing the divorce of their daughter, Philomena Amelia, from Mr. John Jones Robinson, Yankton, S. Dakota, April 10, 1896."

• **BABA'I FAITH**—a "World-wide religion" with a Far Eastern background is planning an advertising campaign to explain its fundamental beliefs which are along the lines of "World Cooperation," and "World Civilization." A brief summary of Baha'i beliefs will be offered in a 32-page booklet titled "World Order Through World Faith." *Tide* tells about it in September 13th issue.

• **MUSIC, IT SEEMS**, not only soothes the savage beast (or breast) but loosens the purse strings of shoppers. Sales have doubled at the First National Stores in Hartford, Conn., since music and commercials have been piped into them, by a system known as the Storecast, which is now planning expansion of its service to Bridgeport and New Haven and possibly Springfield, Mass.

• **EYES STAND LESS** than ears. One recent survey reports top audience for television at night, 2 hours—8 to 10. Another reports eyestrain after two hours of looking.

• **MORE EYE STRAIN** may soon be offered by one of the big overseas

air lines now planning round the world trip in 75 hours. Whether or not your eyes can take it, the charge will be in the neighborhood of \$2,300.00.

• **WHY NOT A BUYERS' STRIKE?** asks the headline in the advertisements of Gair's of Redlands, Calif. The copy points out that many items the store handles are priced unreasonably high because the store had to pay a higher price for them. It is explained that most of these high priced items are nameless brands and customers are advised to insist on nationally known brands which have not advanced as much as nameless brands, and thus "Keep grasping hands out of your pocketbook."

• **A WARNING** has been issued to advertisers by the Better Business Bureau of New York to differentiate between the official and other classified telephone directories. The B.B.B. points out that several directory organizations have made a practice of clipping advertisements from the official telephone directory and pasting such clippings on their own order blanks. The publisher's name appears on the order form which also carries a statement (in very small type) that the clipping attached came from another directory, but many business men sign up, thinking that it is merely a renewal, when actually they are ordering new advertising. Contracts thus signed have been upheld by the courts.

(Ed. Note: This racket is not confined to New York or to telephone directories—it is used throughout the country and involves many different types of directories.)

• **AUTOMOBILE BUYERS** are being warned through newspaper advertising in Los Angeles against buying "supposedly new cars" at over ceiling prices from "unscrupulous used car dealers." The advertising is being sponsored by the Los Angeles Motor Car Dealers Assn. Five newspapers are used and a new ad is alternated each week.

• **DIRECT MAIL** is being used heavily by Chevrolet division of General Motors Corporation to boost its 99 truck models, despite its inability to get its truck as well as passenger car production up to '41 levels. The company has been a big user of Direct Mail for many years.

(See Page 22 for One Advertising Man to Another.)

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# *Reach* MILLIONS OF BUYERS *Overnight* through B-D Mailing Lists & Services

**How close are you** to your prospects? How fast can you get sales messages into their hands — orders back from them? From Chicago, through the mailing lists and services of Buckley-Dement, you are within overnight contact of virtually all sales outlets in the United States. Fast mails from the transportation hub of the nation bring your buyers in all classifications within easy reach. This assures quick action on your offerings and gives you a time advantage over your competitors.

**Who are your prospects?** Do you sell to Manufacturers, Wholesalers, Retailers or the ultimate consumer? It doesn't matter. Buckley-Dement mailing lists include all types of commercial and professional prospects. We can supply those who are most likely to respond to your sales appeals in any territory. Breakdowns as to size are available in most instances.

**Moreover, we can** put you in touch with the most active buyers of consumer goods in all parts of the United States. These are the people who keep abreast

of product developments and have the means to buy those they want.

**Start now** to put your mailing lists into shape for postwar business. If you have used your old lists only irregularly during the war years, or neglected their maintenance, you will probably find it desirable to have us start afresh on your list building job. Among the new outlets, and the outlets in new postwar businesses, you will likely find the most active markets for your goods or services.

**And while we** are putting your lists into shape, let us help you plan how to cultivate them. Our merchandising services include market research, planning, printing, letter reproduction, addressing and mailing — all of the operations necessary to put strong, effective sales messages into the hands of your prospects.

**Write today,** giving sufficient data about your marketing plans so that we can advise you on sales outlets and methods of cultivating them.

**BUCKLEY-DEMENT** *Advertising Corporation*  
707 JACKSON BOULEVARD • CHICAGO 6, ILLINOIS

• Mailing Lists  
• Form Letters

• Advertising  
• Typewriting

• Mailing  
• Printing

DIRECT MAIL HEADQUARTERS SINCE 1905

---

# ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising  
as Seen by George Kinter*

\* Dear Henry:

Having wound up a very pleasant vacation, part of which you may recall was spent in your own back yard, I feel greatly refreshed, physically as well as mentally. However, most of my mental refreshment is due to the relief of thought-strain provided by a number of readers of your *Reporter*.

In writing my July letter, I tried vainly to conjure up the singing commercial used for Beecham's pills some forty or fifty years ago. All I could remember was what I thought was the last line: "One for man and one for beast." For more than two weeks I went around in a daze trying to recall that fool ditty. I asked everyone I met to help me out and even wrote to several advertising journals asking for information. All I got was pitying looks from my friends and "no soap" from the advertising journals.

I had just about reached the decision that I was probably what my friends said I was—"Stun" spelled backwards—when I received a card from your own fair city with this typed on it:

Hark, the Herald Angels sing,

Beecham's Pills are just the thing;

Peace on earth and mercy mild,

Two for man and one for child.

The card was signed by Gridley Adams, who added a sneering "Huh!"

I was so relieved that I forgave Gridley his sarcastic "Huh!", but I held his card at arm's length and scratched my nose with my thumb when I received letters carrying the same information from J. B. Gladstone, Co-editor, Contemporary Publications, New York and Chester A. Gile, an advertising gentleman of Minneapolis.

These and other things that have occurred recently, make me feel so good that I can't, at the moment, think of any gripes.

Take for instance the swell job of cleaning, *Reader's Digest* gave the

*Hucksters* before passing it along to its millions of readers. I have no idea how many people read the book in its original form, but I am inclined to believe that the thinking it prompted will not prove as helpful in correcting conditions in radio and advertising as will the line of thought the de-filthed presentation will prompt.

The public needs to know what makes much of radio and advertising smell bad but there is no need to push its nose into cesspools that are not the source of the stink.

Another thing that has added to my good feeling is a *Better Business Bureau Bulletin* passed along by the National Industrial Advertisers' Association to its members. This bulletin has to do with telephone directory racket, mentioned in this issue of *Advertising Highlights*, part of which you are printing in this month's *Reporter*. The NIAA deserves credit for cooperating with the BBB in disseminating this information, but as stated in my editorial note in *Highlights*, this racket is by no means confined to telephone directories—it has been and still is used in all types of directories—even some of the more or less "legitimate" industrial directories, and NIAA's passing along to its members the BBB warning will undoubtedly make the racket a bit harder to carry on.

\* \* \*

And, too, the reason advanced by the Motion Picture Association for withdrawing its certificate of approval for the "Outlaw" adds a bit to my good feeling. It wasn't the contents of the picture that caused MPA to withdraw its seal—it was the advertising and publicity used for it. Personally, I am not greatly concerned with what is printed in books that sell for a price or with movies that people have to pay to see. If a book or a movie is indecent or offensive, decent people are not compelled to

read the book or view the movie but they have no way of escaping indecent or offensive advertising.

Public protest over the publicity and advertising for the "Outlaw" is reported to have given new life to hitherto dormant groups seeking state and municipal censorship of films and film advertising, and this could lead to governmental censorship of all advertising.

If my scribblings this month are worth the price of an orchid, Henry, please buy one and send it to the MPA.

## Twenty-Four Hours Later

I am sorry I didn't finish this letter last evening, when I was feeling so good. Now, I am feeling some gripes creeping up on me.

\* \* \*

In the September issue of *Advertising Age*, I came across an item that gave me considerable pause for thought. The item carried the information that the *Chicago Tribune*, in August, carried nearly 3 million lines of advertising, bringing its total for the year to about 20 million lines. According to AA "this is probably the largest monthly gain ever run up by a newspaper." As I pondered this information, I had a vague feeling there was some logical reason why the *Chicago Tribune* outstripped other newspapers in advertising lineage but for some time I was unable to put my finger on it. Finally I recalled an item I had read in *Tide*, reporting that a Charles Gotthard, head of the New York office of the *Chicago Tribune*, found that the newspapers of the East, especially the *New York Herald Tribune*, *Post*, *PM*, etc., were against the best interests of America and that most New Yorkers looked elsewhere for news. If "Real America" wasn't "a mystery" to these and other liberal papers, and they weren't too dumb or stubborn to sell their birthright for a mess of pottage, they might give the *Chicago Tribune* a little competition.

\* \* \*

The news of the death of George Washington Hill has not added to my good feeling even though the type of advertising he sponsored was one of my pet peeves, and, in my opinion, probably did more to lower the dignity of advertising as a whole than any other advertising for which an

(More on Page 24)

# Whatever your product... whatever your service...



Sables or sweaters... magazines or machinery... tires or tooth paste... or a special service... Ahrend Advertising can help you market it successfully... profitably.

Our staff of experienced experts in market analysis, copy, art and production, plan and carry through for you a year's campaign or a single piece, to produce the results you want.

Ask for complete information on how Ahrend can get results for YOU. Fill in the coupon below—attach it to your business letterhead and mail it TODAY. No obligation, of course.



## D. H. AHREND CO.

*Creative Direct Advertising*

333 EAST 44TH STREET, NEW YORK 17, N. Y.

I'd like to know...

...how Ahrend's successful advertising technique can produce RESULTS for us.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

**54** YEARS OF DIRECT  
ADVERTISING PROGRESS

**16** NATIONAL AWARDS  
IN THE PAST 3 YEARS

MURRAY HILL 4-3411

equal amount of money has been spent. However, the news will cause me to shed no crocodile tears.

As yet, I have read no editorial comment on his death by the advertising press, but I will miss my guess if he is not mildly criticized and then built up as an advertising genius and the "cleverest" advertiser in history.

That is probably the "Christian" thing to do. Preachers tell us that after a man dies we should remember only the good about him. All I know of G. Washington Hill is what he did to advertising and I didn't like that while he lived and his dying has not softened that dislike. He may have been a "swell guy" to those who knew him intimately. He may have been "a great advertising man" to those who are interested only in results, regardless of the cost to advertising as a whole, but to me, and probably to hundreds of others in the advertising business, he was a man who did more to turn intelligent people against advertising than any other advertiser in history.

This was not due entirely to his own efforts in advertising his cigarettes, but to the trend he set for imitators. He was the first, who, in a big way, employed annoying, continuous repetitious advertising, that has been copied, in one way or another, by even bigger spenders—such as Colgate-Palmolive-Peet.

I will not attempt to deny that the type of advertising employed by the late G. Washington Hill and his imitators produces results so far as sales are concerned, but I can't help but feel that sales results produced by this type of advertising are at the cost of respect for advertising of a large percentage of the public. I just can't be convinced that it is necessary to insult or annoy one class of people in order to make sales to another class.

I have no eulogy for G. Washington Hill, his death adds not a whit to my happiness. In fact, it makes me feel just a little sad, for I would that he had lived to learn from some really smart advertiser that there are ways of making sales without losing friends.

\* \* \*

There seems to be a movement to lift the ban on advertising by the legal profession. I don't know whether this would be good or bad. In my present mood I can see some good in it. Having never had much

need of legal advice, I would be at loss where to turn if suddenly I found myself in a jam that only a good lawyer could get me out of.

If lawyers used the right kind of advertising it might prove of real value to the public, just as would the right kind of advertising by reputable physicians, dentists and other professional people. But, as I sit and ponder the idea, I find myself slipping back into my old pre-vacation mood of "viewing with alarm." I feel the fear that it might not be long until the legal profession's advertising would degenerate to the level of much of the patent medicine, cosmetic, soap and cigarette advertising.

It is at least one man's opinion that the big agency boys couldn't possibly sit back and allow the legal profession to educate the public, in a sensible way, to the value of sound legal advice based on study and experience. I fear it would not be long until they would be putting advertising attorneys "on the beam" with advertising designed for the lower level of intelligence.

I can visualize advertising with such heads as, "Judges have proved that three out of four law-breakers can enjoy more freedom if they take the legal advice of Shyster, Shyster & Shyster," "Take Shyster, Shyster & Shyster's NEW and Amazing Legal Advice when you feel a court trial coming on," and "More Doctors take Shyster, Shyster & Shyster's Legal Advice than any other kind."

And on the radio I can almost hear now the announcer shout: "PROVED: S.S.&S. clients acquitted, 75%." "PROVED: S.S.&S. clients fined only \$1, 24½%." "PROVED: S.S.&S. clients ever seeing the inside of a jail only ½%."

Sound effects and singing commercials would probably be used. The rap of the judge's gavel holds possibilities for spelling something in Morse code and . . .

But maybe my views of what legal advertising might be are all cockeyed. I hope—if the ban on such advertising is lifted—they are, for I sincerely believe that there is a real need for a conservative type of advertising of legal service.

\* \* \*

You probably heard this—

She: "He can hold his cheek close to mine."

He: "And I do."

She: "Hold me tight, steal a kiss any time."

He: "Wouldn't you?"

She: "In fact, I'm his most willing slave,

The Man with the Marlin Shave!"

He: "I don't know what she sees in me."

She: "You're a smoothie."

He: "Guess I'm just as lucky as I can be."

She: "You're for me."

Both: "He makes all the ladies rave woo! woo!"

The Man with the Marlin Shave!

When Don Hollenbeck, ex-war correspondent, heard it following his daily unsponsored newscast over ABC's WJZ, he openly grunted: "The atrocity you have just heard is no part of this show." The American Broadcasting Co. promptly fired the traitor. The payoff, according to Walter Winchell, Hollenbeck has just been hired as the regular announcer by and for Marlin Blades.

\* \* \*

. . . Is that cigarette you are smoking PASTEURIZED? If not, toss it away and rush right out and "Call for Philip Morris." Don't be fooled by any "Proof Positive" claims. Don't be influenced by the choice of "More Doctors," or of what non-smoking Miss America may tell you about how well she likes Chesterfield. Shut your ears to the gabble of the "auctioneers." LS may/MFT that is "toast-ed" but Philip Morris is "Thermovized." That means they are "Better to Smoke . . . Better for You." If you're in doubt, read Philip Morris' new advertising and be convinced.

\* \* \*

That's that for this time with the exception of this thought-provoking PS to a letter from Clarence Evans, Chicago, Ill:

"Why is DMA always on the offensive? Why are so many writers, and users, and producers always getting up to argue that DMA is really all right, but that people just don't understand it? I don't hear anyone standing up for radio, and newspapers, and outdoor; they just sail along doing everything wrong, and they don't even stop to apologize. They just don't seem to give a damn whether anyone likes them or not."

Yours,

GEORGE KINTER.

## A COURSE FOR HOUSE MAGAZINE EDITORS

The House Magazine Institute of New York has just announced a new post-war course—"How to Produce the Modern Company Publication" . . . of twelve Tuesday afternoon sessions. Students will meet on alternate Tuesday afternoons from 3:30 to 5:00 P. M. at the National Arts Club, 15 Gramercy Park, starting October 15 and concluding April 1.

The course will be under the direction of K. C. Pratt, editor of *Stet*, the Champion house magazine for house magazine editors. Nominal fee for members of the Institute is \$3; non-members may attend for \$15. Separate sessions are priced at \$5 each.

Should be well worthwhile for those interested in the subject.

## ANOTHER COURSE IN DIRECT MAIL

The Philadelphia Direct Mail Club is sponsoring its Second Annual "How-To-Do-It" Course in Direct Mail. The seven sessions, headed by headliners, run on successive Monday evenings at the Bellevue-Stratford Hotel in Philadelphia, starting Monday, October 7th. Fee for the course is \$7.50.

For further information get in touch with Harry J. Beard, Treasurer, Philadelphia Direct Mail Club, Bellevue-Stratford Hotel, Philadelphia 2.

## START OF A DIRECT MAIL BUSINESS

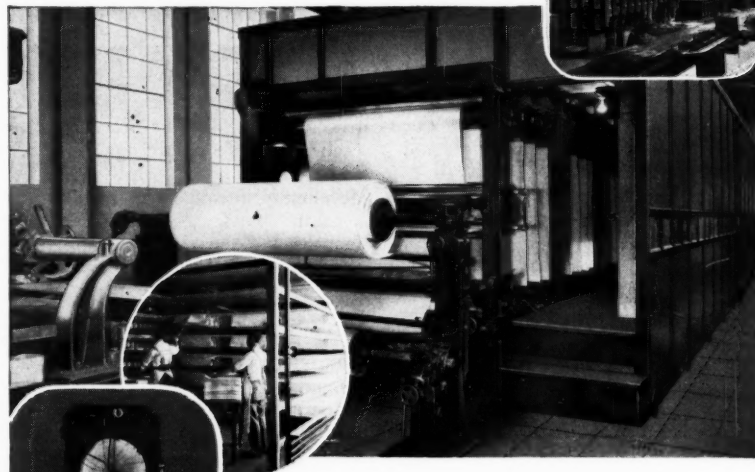
A recent release from the Veterans Administration, Public Relations Office, interested us.

The release described how Mrs. Adeline I. Keenan, an ex-Wac, was started in the Direct Mail service business in San Francisco on a veterans loan. She and her partner, Katherine Walker, borrowed \$3000 under terms of the GI Bill and bought themselves three automatic typewriters and the usual array of letter shop equipment. The business was started on April 1, 1946 (the day after the equipment arrived).

According to all reports, the new enterprise is flourishing. *This reporter* wishes the tree climbers the best of luck.

## THE REPORTER

## To Accomplish an "Ideal"



Modern temperature controls assure quality and uniformity of finish at all times.

EAGLE-A



This mark is your assurance of quality in paper.

## in making Eagle-A Fine Papers

Perfection has *always* been an ideal in Eagle-A papermaking. Modern Air Dryers were unknown when the Linden Mill was built in 1893, but skilled craftsmen obtained a cockle finish by hanging wet sheets of paper over poles in drying lofts.

Today, a quality and uniformity of finish — unknown in the "loft" drying days — is achieved by a background of four generations of papermaking skill — plus modern Air Dryers as shown in the illustrations.

## EAGLE-A AGAWAM BOND

an outstanding 100% new Cotton Content paper that wins acclaim from experienced buyers of business and legal stationery — is air dried by this modern method.

Crisp as new banknotes — Eagle-A Agawam Bond letterheads are silent salesmen — favorably impressing customers and clients — building prestige and goodwill.

Specify Eagle-A Agawam Bond with envelopes-to-match, to your Printer, Lithographer or Engraver, for fine business and legal stationery.

*Ask your Stationer for*

**EAGLE-A TYPEWRITER AND BOXED PAPERS**

# EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

## NOTE TO NEW READERS

Every month, quite a number of new names appear on *The Reporter* subscription list. Sometimes it may be difficult for these new readers to understand just exactly what *The Reporter* is about, or what we stand for.

So this item is for new readers only.

You should know that Direct Mail, as an organized form of advertising, became active about the time of the first World War. The Direct Mail Advertising Association was organized in 1917.

The first magazine in the Direct Mail field was called *Postage*. It was the official magazine of the newly organized Direct Mail Advertising Association. Later on it was sold to John Howie Wright. In the meantime, another magazine had started, called *The Mailbag*. That was edited by William Feather in Cleveland. *The Mailbag* was eventually sold to John Howie Wright and he operated as *Postage and The Mailbag*. It, for many years, was the only magazine in the field. A few others started, but gradually dropped out of the picture. During the great depression, *Postage and The Mailbag* was discontinued, not through any particular fault of its own, but because its publisher was involved in many other different kinds of business.

After about a year's lapse of time, *The Reporter of Direct Mail Advertising* was started by its present editor, Henry Hoke, who, at one time, worked on the staff of *Postage and The Mailbag* and who had been for five years Executive Manager of the Direct Mail Advertising Association. The staff of *The Reporter* was composed of former staff members of *Postage and The Mailbag*.

*The Reporter*, in terms of the magazine industry, is a little difficult to describe. It isn't exactly . . . a magazine. It's a monthly report on what the staff members think of the noteworthy ideas and happenings in the Direct Mail field.

At the end of each month we start editing all of the material and letters that have reached us during the month. By the 10th of the following

month, we release the best ideas we have been able to collect from the preceding month. We can't attempt to give a complete coverage or education in the Direct Mail field in each issue. We simply report the best ideas we can obtain which have been developed during the month. The constant reader collects over the months and the years a running picture of what's happening and what's being done with the mail.

Although *The Reporter* is the official publication of the Direct Mail Advertising Association, and goes regularly to its 1200 members, the publication itself is owned and operated independently. There are no strings tied to its editorial policies or content. We do not attempt to compete with or copy any other publications in the advertising field, nor do we attempt to dress up the magazine to attract attention. We try to stay away from long-winded articles or dressed-up feature stories which would, in some cases, be considered as space fillers.

Sometimes we are criticized for not having a larger, bulkier or more glamorous publication. Sometimes we are criticized for not having more circulation. Sometimes we are criticized for being too outspoken in our criticism of wasteful, boastful, improper, illegal or unethical advertising.

But *The Reporter* continues to roll along and move forward.

It has made no effort to get duplicate circulation within individual organizations, because we know from tests and surveys that each issue of *The Reporter* is passed along from one person to another within the organization. We know that the magazine is read by 4000 times "X" of the best users of the mail in the United States and Canada. We know that the brief, easy-to-read, down-to-earth items in *The Reporter* represent the thinking of the majority of the readers . . . because the magazine is made up almost entirely from the letters and the specimen material received from the readers each month. It has seldom been necessary, even during the war years, to go out and seek material. Our problem has usually been to boil down what we have.

So try to read *The Reporter* with these background facts in mind. *The Reporter* is simply a monthly digest of news, reactions, case histories and observations . . . obtained from the people who are making Direct Mail work. Every item in every issue cannot be of importance to every reader. But every issue contains some items which can be valuable to every reader.

If you want to get full value from *The Reporter* . . . check the items which interest you most. Make notes to file away for future reference. Use the items for securing new material for your idea file. Put *The Reporter* on your mailing list to receive your Direct Mail promotion (of any kind). Don't feel any hesitancy whatsoever in writing to the editor . . . with your problems, your suggestions or your criticism.

### MORE ABOUT LONG TIME PULLING POWER

Dear Mr. Hoke:

Don't let our good friends in the Direct Mail field kid themselves into boasting of the "long time pulling power of Direct Mail." From April, 1940, to May, 1946, is nothing at all—only six years.

In the third decade of this century, particularly between 1926 and 1928, we sent out a good many mailings enclosing cards offering samples or trade packages of our products. That is between 15 and 20 years ago. Every once in awhile one of those cards turns up in our mail and we comply with the sender's request just as though nothing unusual had happened.

The fact is that instead of proving the "long time pulling power of Direct Mail," it is much better proof of the fact that doctors are notoriously poor housekeepers. Twenty years ago roll top desks were still quite extant in professional offices. However, they have gradually been displaced by flat top desks and files, and apparently doctors—like some of the rest of us—are blessed with particularly orderly secretaries, with the result that when old stuff turns up like this, the secretary wants action—no foolin'! But there is a good deal of Scotch, ethnologically speaking, in most doctors with the result that when they are offered, free of charge, a trade package of a product that would be useful to them in their practice, they simply cannot turn it down. Hence, the long delay between the original mailing date of card and its return.

Yours very truly,  
Stanley Morris, Adv. Mgr.  
The Upjohn Company  
Kalamazoo 99, Michigan

**THE REPORTER**

*Register Now for the*

# DMAA 29<sup>TH</sup> ANNUAL CONVENTION



**WESLEY I. NUNN**  
Mgr. Adv. Dept.,  
Standard Oil Co. (Ind.)  
Pres., Chicago Federated  
Advertising Club

**"SURVEYING THE PROGRESS  
AND FUTURE  
OF DIRECT ADVERTISING"**

*A Program Based on a 1946 Nationwide Survey  
Among 10,000 Direct Advertising Users*



**HOWARD KORMAN**  
Vice Pres., McCann-Erickson, Inc.  
President, D. M. A. A., Inc.



**HENRY HOKE**  
The REPORTER of Direct Mail Adv.,  
N. Y.  
Chairman, Research Committee

**STEVENS HOTEL  
CHICAGO**

**OCTOBER 18, 19, 1946**

**DIRECT MAIL  
ADVERTISING ASSOCIATION, INC.**



**LESTER SUHLER**  
Subscription Mgr., LOOK Magazine  
Des Moines, Iowa



**ROBERT STONE**  
Vice Pres., National Research  
Bureau, Inc.  
Pres., Chicago Direct Mail  
Adv. Club

Chicago  
Federated  
Advertising  
Club

★

Chicago  
Direct Mail  
Advertising  
Club



**JOHN B. MANNION**  
Adv. Mgr.,  
Austenal Laboratories, Inc.  
GENERAL CHAIRMAN

Graphic Arts  
Association  
of Illinois,  
Inc.

★

Other  
National  
and Local  
Organizations



**NEIL B. POWTER**  
Sales Promotion Manager,  
Howard Smith Paper Mills Ltd.,  
Montreal



**THOMAS H. BUCHANAN**  
Director Public Relations  
Seiberling Rubber Company,  
Akron, Ohio



**DAVID WALLACE**  
Market Research Director,  
TIME Magazine, New York



**JOHN E. WILEY**  
Chairman of the Board,  
Fuller & Smith & Ross, Inc., N. Y.



**CHARLES S. DOWNS**  
Dir. Adv. & Sales Promotion  
Abbott Laboratories, Inc.,  
N. Chicago

You don't have to be a DMAA member to attend

• PROGRAM HIGHLIGHTS ➔

# "SURVEYING THE PROGRESS ANDU"

## CONVENTION HEADQUARTERS

### THE STEVENS HOTEL

Michigan Avenue  
Chicago

## REGISTRATION

All delegates will be registered on the second floor of the Stevens Hotel beginning at 8 a.m., Friday, October 18th. Registration desks will be located in the Writing Room just outside of the Grand Ballroom Foyer. Delegates who have paid in advance will receive their tickets at the Advance Registration Desk.

Registration Fee covering all Sessions, including 2 days' program, 2 lunches, taxes and tips, is \$15.

## CONVENTION COMMITTEES

**General Chairman:** John B. Mannion, Adv. Mgr., Austenal Laboratories, Inc., Chicago. Mr. Mannion is also a Director and former President of The Direct Mail Advertising Club of Chicago, and former member of Board of Governors of Chicago Federated Advertising Club.

**Vice Chairman:** Robert Stone, Vice-Pres., The National Research Bureau, Inc., Chicago, and President, Chicago Direct Mail Advertising Club.

**Registration Committee Chairman:** Edwin E. Geiger, The Celotex Corporation, Chicago.

**Promotion and Attendance Committee:**

**Co-Chairmen** — Roy G. Rylander, President, The Rylander Co., Chicago, and George F. McKiernan, Pres., George F. McKiernan Company, Chicago.

**Members:** Marnell S. O'Bryan, Gaw-O'Hara Envelope Company, Chicago; Chet Carlson, American Colortype Co., Chicago; A. J. Jolie, Pres., The Hensley Company, Chicago.

## EXHIBITS

The FIFTY DIRECT MAIL LEADERS of 1946 will be on display from 11:45 a.m., October 18th, until 5 p.m., October 19th, in Private Dining Room No. 2, Third Floor, Stevens Hotel.

## A Program Based on a 1946 Nationwide Survey

CONVENTION DELEGATES WILL RECEIVE  
Survey on "How Is Your Direct Advertising Program?"  
Convention a charge made

## OCTOBER 18 MORNING SESSION — Grand Ballroom — 2nd Floor

### 9:00 CALL TO ORDER —

John B. Mannion, Advertising Manager, Austenal Laboratories, Inc. — General Chairman.

### WELCOME TO CHICAGO —

Wesley I. Nunn, Manager, Advertising Department, Standard Oil Company (Ind.) — President, Chicago Federated Advertising Club.

### RESPONSE —

Howard Korman, Vice President in Charge of Merchandising and Sales Promotion, McCann-Erickson, Inc., — President, DMAA.

### AWARDS TO "FIFTY DIRECT MAIL LEADERS" OF 1946 —

Howard Korman, DMAA President, will announce the 50 Winners and Honorable Mentions and will make the special Plaque Awards. Assisting Mr. Korman will be Charles B. Konselman, Advertising and Public Relations Manager, A. & M. Karagheusian, Inc., New York, and Chairman of the FIFTY DIRECT MAIL LEADERS Contest, and Henry Obermeyer, Ass't. Vice President, Consolidated Edison Company of New York, and Chairman of Judges Committee.

### 10:00 REPORT OF 1946 SURVEY OF DIRECT ADVERTISING — DMAA RESEARCH COMMITTEE:

Henry Hoke, Publisher & Editor, The REPORTER of Direct Mail Advertising New York — Chairman.

Ellsworth Geist, Advertising Manager, S. D. Warren Co., Boston. W. D. Molitor, Director of Sales, Edward Stern & Co., Philadelphia. Leonard J. Raymond, President, Dickie-Raymond, Inc., Boston.

### 11:45 FIRST SHOWING "FIFTY DIRECT MAIL LEADERS" 1946 — Private Dining Room No. 2, Third Floor, Stevens Hotel. Campaigns on exhibit until 10 p.m.

### LUNCHEON — Grand Ballroom — 12:30 p.m. to 2:15 p.m.



*Guest Speaker:*

**GAEL E. SULLIVAN**

*Second Assistant*

*Postmaster General*

# MAKE YOUR RESERVATIONS NOW

# ADVERTISING OF DIRECT ADVERTISING"

## Among 10,000 Direct Advertising Users

FREE a copy of the printed DMAA 1946  
Printed Promotion Planned?" After the  
made for this Survey.

### AFTERNOON SESSION — North Ballroom — 3rd Floor

Sessions Chairman—Robert Stone, Vice President, National Research Bureau, Inc.,—President, Chicago Direct Mail Advertising Club and Vice-Chairman, DMAA Convention.

#### 2:30 HOW YOU PLAN YOUR DIRECT ADVERTISING BUDGET —

An On-The-Job Analysis of The Statistical Results of Questions 1-2-3-4-5-6-7-8-10-16-19-21 in the Direct Mail Survey.  
Thomas H. Buchanan, Director Public Relations, Seiberling Rubber Company, Akron, Ohio—Discussion Leader.

#### 3:15 HOW YOU GET INFORMATION BY DIRECT MAIL (ANALYZE YOUR MARKET) . . .

An On-The-Job Analysis of Results From Questions 9 of the Direct Mail Survey.  
David Wallace, Market Research Director, TIME Magazine, New York—Discussion Leader.

#### 3:45 HOW YOU COORDINATE YOUR DIRECT ADVERTISING WITH OTHER MEDIA . . .

Analysis of Results From Questions 11-12-13.  
John E. Wiley, Chairman of The Board, Fuller & Smith & Ross Inc., New York, and Howard Korman, Vice President In Charge of Merchandising and Sales Promotion, McCann-Erickson, Inc.—Discussion Leaders. Assisted by a panel of other agency executives and advertising managers.

#### 4:45 ANNUAL BUSINESS MEETING OF DMAA MEMBERS . . . ELECTION OF THREE NEW DIRECTORS.

### OCTOBER 19 MORNING SESSION — North Ballroom — 3rd Floor

Sessions Chairman—Roy G. Rylander, President, The Rylander Co., Chicago.

#### 9:00 THE ABC's (and XYZ's) OF WORKING WITH MAILING LISTS . . .

Analysis of Questions 14-15-18-20-22 of Direct Mail Survey. Lester Suhler, Subscription Manager, LOOK Magazine, Des Moines, Iowa — Discussion Leader.  
Associate Speaker: David F. Beard, Manager of Advertising & Public Relations, Reynolds Metals Company, Louisville and New York. Subject: The Development of New Lists and Markets for Our New Products.

#### 9:45 WHAT ARE YOUR BIGGEST PROBLEMS IN DIRECT ADVERTISING? . . .

Analysis of Returns on Questions 24-25-26 of Direct Mail Survey. Neil B. Powter, Sales Promotion Manager, Howard Smith Paper Mills Ltd., Montreal, Quebec—Discussion Leader on Paper Problems.  
Associate Speakers: Harry A. Porter, Vice President in Charge of Sales, Harris-Seybold Company, Cleveland, Ohio, on Equipment—Dan Smith, Art Director, Poole Bros., Chicago, on Production.

#### 10:30 HOW YOU PLAN, USE, MISUSE, DIRECT ADVERTISING . . .

Analysis of Questions 17 and 23 of the DMAA Direct Mail Survey. Charles S. Downs, Director of Advertising & Sales Promotion, Abbott Laboratories, Inc., North Chicago, Illinois—Discussion Leader.  
Associate Speakers: Henry Ault, Sales Promotion Manager, The American-Marietta Company, Chicago—Harry J. Higdon, Director of Publicity, Phoenix Metal Cap Company, Chicago—Richard M. Jones, Public Relations Director, Blue Cross Commission of The American Hospital Association, Chicago—L. Z. Mathany, Advertising Manager, Foote and Jenks, Jackson, Michigan.

### LUNCHEON — Grand Ballroom — 12:30 p.m. to 2:30 p.m.

Guest Speaker: A surprise, top-flight, humorist — popular as a Convention entertainer.

The FIFTY DIRECT MAIL LEADERS of 1946 will be on display until 5 p.m. in Private Dining Room No. 2, Third Floor, Stevens Hotel.

## CO-SPONSORS OF CONVENTION

Advertising Association of The West  
Advertising Federation of America  
Advertising Managers Club of Chicago  
Advertising Typographers Ass'n of America, Inc.

Agate Club, Chicago

American Ass'n of Advertising Agencies

American Ass'n of Industrial Editors

American Paper and Pulp Association

Art Directors Club of Chicago

Chicago Business Papers Association

Chicago Club of Printing House Craftsmen

Chicago Direct Mail Advertising Club

Chicago Dotted Line Club

Chicago Employing Electrotypers Ass'n

Chicago Employing Stereotypers Ass'n

Chicago Federated Advertising Club

Chicago Fine Paper Merchants Ass'n

Chicago Lithographers Association

Chicago Photo Engravers' Association

Chicago Printing Ink Makers' Ass'n

Chicago Radio Management Club

Chicago Typographers Association

Employing Bookbinders Club of Chicago

Envelope Manufacturers Ass'n of America

Financial Advertisers Association

Graphic Arts Ass'n of Illinois, Inc.

Industrial Editors Ass'n of Chicago

Internat. Affiliation of Sales and Advertising Clubs

Life Insurance Advertisers Ass'n

Lithographers National Association, Inc.

Mail Advertising Service Association

National Ass'n of Photo-Lithographers

National Ass'n of Printing Ink Makers

National Ass'n of Transportation Adv'g., Inc.

National Council on Business Mail, Inc.

National Industrial Advertisers Ass'n

National Paper Trade Ass'n of the U. S., Inc.

National Printing Equipment Ass'n, Inc.

Outdoor Advertising Ass'n of America, Inc.

Paper Makers Advertising Ass'n of America

Pharmaceutical Advertising Club

Point of Purchase Advertising Institute, Inc.

Premium Advertising Association of America, Inc.

Public Utilities Advertising Ass'n

REPORTER of Direct Mail Advertising

Women's Advertising Club of Chicago, The

# ATTACHED REGISTRATION BLANK

## DMAA OFFICERS AND BOARD OF GOVERNORS

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(President)  
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ROBERT J. WALKER  
Standard Accident Insurance Co.  
Detroit, Michigan

DALE WYLIE  
Iron Fireman Manufacturing Co.  
Cleveland, Ohio

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## REGISTRATION FOR THE DMAA 29<sup>TH</sup> ANNUAL CONVENTION

only \$15 for

ALL SESSIONS, including 2 Days' Program, 2 Luncheons, Taxes and Tips  
**Also**

A FREE copy of the DMAA 1946 Survey Report on  
"How Is Your Direct Advertising and Printed Promotion Planned?"

Use Advance Registration Blank NOW as we must anticipate Luncheon Attendance. Bring your associates and friends, but provide for their reservations early.

You don't have to be a member of DMAA to attend this 2-Days' Convention. All users of Direct Mail and Mail Order are cordially invited.

### HERE'S HOW TO GET YOUR ROOM AT THE STEVENS HOTEL

For room reservations at the Stevens Hotel, October 18th and 19th, please *write direct*. Address: Mr. H. B. Richardson, Reservations Manager, Stevens Hotel, Michigan Avenue, Chicago, Illinois.

Double rooms will not be rented as double rooms to be occupied by 1 person. Each double room will be sold to accommodate 2 persons. When writing for space in double rooms, please give the name of both persons or state that you will share the room with another delegate.

### TRANSPORTATION

Travel is heavy. Make your plane or Pullman reservations at once.

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*Please Make Checks Payable To*

## DIRECT MAIL ADVERTISING ASSOCIATION, INC.

17 EAST 42nd STREET

NEW YORK 17, N. Y.

For any further information or additional registration blanks,  
call Miss Jane L. Bell, Executive Manager, V A n d e r b i l t 6-1479

## DIRECT MAIL FROM THE PULPIT

Dear Henry:

You used most excellent judgment when you printed William Baring-Gould's superb article in the July *Reporter*!

A few Sundays ago while attending church in Ocean City, where my family is spending some time, the minister, Dr. Lester W. Auman, of Queens, your city, included the following in his interesting sermon:

"Recently I received an advertisement for a book, which sold for \$3.00. This book among other things, promised to greatly increase my personality, to make me very popular, etc., etc. Further, the ad. stated that if my personality was not considerably increased within five days, I could return the book for full cash refund. You know, I had half planned to write the Postmaster General or perhaps, better yet, the head of the Society for the Prevention of Cruelty to Persons, in an effort to take such advertisements off the market."

You can imagine the audible mirth that went up from the approximate 1500 persons present. Being somewhat familiar with mail order, or rather, Direct Mail routine, I of course enjoyed it hugely!

Best wishes!

Cordially,  
Jim Ford  
(Pleasant Valley)  
Washington, New Jersey

## ANOTHER STRING AROUND THE FINGER IDEA

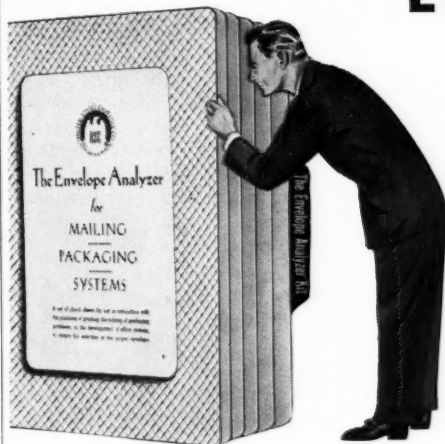
Because of a recent suit in Texas for violation of a so-called copyright on the "string around the finger" idea, *The Reporter* office has become watchful for adaptations of the same idea.

A recent circular received from Zippo Manufacturing Company, Bradford, Pennsylvania, has a fresh slant. It's a simple folded self-enclosed third class mailing. The title on the outside flap reads "Remembering . . . in the Good, Old-Fashioned Way." There is a printed illustration of a tied string with a die-cut slot in the center of the circle. An illustration on the inside has a hand with the index finger pointed up and a string tied around it. But the index finger is die-cut and when the folder is closed, the die-cut finger goes through the slot in the front and thereby seals the circular. When the folder is opened, the finger slides through the string.

We'll file it away to confuse future claimants of originality in die-cut idea.

**THE REPORTER**

# YOU'LL BE GLAD YOU LOOKED INTO IT—



This U. S. E. Envelope Analyzer Kit will save you hours of research time and help you plan a better mailing—or package your product correctly—or set up a simple business system. Because in this one folder you'll have at your fingertips facts, methods and standard forms that are time- and money-savers. For example:

### Let's listen to this Ad Mgr.:

" . . . we suggest using the U. S. E. 'Spot-O-Gum Postage-Saver Envelope' printed with a Third Class Indicia. We'll save enough in postage and handling to buy an extra run . . . and it shouldn't hurt our returns . . . "



### . . . or this Office Manager:

"We've been using a lot of different envelopes which we purchase as needed. By adopting these few standard forms, we can improve our systems and reduce their cost."



### . . . or this Sales Manager:

"I've gone over the check list and analyzed our needs for a package giving protection from dust, air, moisture and handling—and that's the answer. Besides, the clear acetate box gives us sales display value . . . "



**While they last,** we will send you free and postpaid, a complete U. S. E. Analyzer Kit, with the interesting Quiz Sheet and Answer Folder. Please use your letterhead and address request to Advertising Department.

UNITED STATES ENVELOPE COMPANY  
14 Divisions from Coast to Coast  
SPRINGFIELD 2, MASSACHUSETTS  
E-10C

# U.S.E. ENVELOPES

*Your 3-Fold Business Partner*



Mailings



Packaging



Systems

# OLD STUFF . . . BUT STILL NEW

A Report by H.H.

During September, *this reporter* appeared before two very different groups of people who wanted to know how to use the mails better for soliciting money.

Before each appearance, we had the opportunity of examining and analyzing the promotion material issued by the members of each organization.

Down in Washington, on September 11th, the audience was composed of secretaries of all the State and Regional Trucking Associations scattered over the United States. In New York on September 17th, we talked before the Zone Leaders for the coming drive of the Young Women's Christian Association.

The letters, examined critically and impartially, were no different for the Trucking Associations than for the Young Women's Christian Association.

What we told both groups was no different than what we told the members of the Baby Chick Association, the Hotel Men's Association or the secretaries of Alumni Societies, etc. some years ago.

Sometimes we get discouraged. What's the use in all this talk and what's the use in all the formulas . . . if no one seems to pay any attention. Letters today are just as bad as they were twenty years ago. Of course there are shining and gratifying exceptions.

After examining thousands of appeal letters, we have come to the conclusion that most of the writers are so impressed with their own importance that they refuse to accept any of the tested formulas for writing successful letters.

Even though it may be repetitious, we will reprint here the seven very simple formulas which we have been giving out at recent meetings. You'd be surprised how funny the situation becomes, if after reading each formula, we can hold up for the audience one of the actual letters written by a member of the audience, with blue pencil underlines indicating how the formula has been violated.

Even though we cannot perform this stunt in a brief item in *The Reporter*, we urge you to type these formulas on 3 x 5 cards and carry them around in your pocket, so that you, too, can use them if you are called upon to criticize letters before any appeal-interested industry or social service group.



## Formula ONE

TWO major obstacles stand in the way of the success of any money solicitation campaign. Appreciate them.

1. Human Inertia.
2. Competition for prospect's dollars.

(That is the reason why you must make it easy for prospect to react . . . and why you must really compete for attention. You may think you have no competitors. But you have. Every other person soliciting money by mail for any purpose is your competitor.)

## Formula TWO

Appeal to EMOTIONS. What we feel about a product, a service, or a cause influences us to spend our money. Very few people spend money because of what they think.

(Which means that in any campaign or letter or piece you must find an appeal which will make people *feel* like buying, supporting, etc. Too many appeals are stodgy. Full of dull reasoning. No dramatic appeal to emotions.)

## Formula THREE

There are **FOUR** things wrong with most solicitation letters.

1. Useless words.
2. Improper arrangement.
3. Incorrect expression of thought.
4. Offensive words.

(Letters are still filled with I, we, our, my, me, us. Long phrases, preceding the word "that" which could be eliminated.)

## Formula FOUR

What is the best format for an appeal mailing?

- a. Letter
- b. Circular (informative)
- c. Subscription Form
- d. Business Reply Envelope

(There may be acceptable variations . . . there may be exceptions . . . but that format has worked best in majority of cases.)

## Formula FIVE

What is the best tested formula for writing money-pulling copy?

1. Headline, or first sentence, to evoke desire as well as get attention.
2. Inspirational lead-in.
3. Definition of product.
4. Success story.
5. Testimonials and endorsements.
6. Special feature.
7. Statement of value.
8. Action closer.
9. P.S. Rephrasing headline.

Or an easier formula to remember is Picture, Promise, Prove, Push. Too many appeal letters fall down on the "Push." They leave the reader hanging out on a limb.

## Formula SIX

What is the best formula for a Heading in a solicitation letter? Either ask a question or make a statement.

1. If you ask a question—ask one which can be answered YES or NO. Preferably "yes."
2. If you make a statement it must contain a fact which is
  - a. New
  - b. Different or
  - c. Interesting.

## Formula SEVEN

In planning any heading, you should know the five Points publicized by Elmer Wheeler.

1. Sell the Sizzle . . . not the steak.
2. Don't write . . . telegraph.
3. Say it with flowers.
4. Don't ask if . . . ask which.
5. Watch your bark.

(See how these points fit into other formulas; that is, People buy because of what they feel—not what they think. Don't use useless words; ask questions which make the reader go further; don't use words or appeals which are objectionable. Organize your approach. Make the reader the hero. Make it easy for him to part with his money.)

### WRONG NAME-ITIS

A recent letter from George Rumage of *Young America* is directed to Mr. Henry Hokum and the salutation reads "Dear Mr. Poke."

George sent specimens of two recent letters with the wrong spelling of his name. One is addressed to "Dear Mr. Ruinage." That came from a famous letter service house offering the best in addressing and mailing services.

The other letter from a famous advertising magazine was addressed to "Dear Mr. Rumaze."

It must be the heat or the shortage of help, but the misspelling of names on mailing lists and fill-in work is getting terrible. Somehow or other we've got to get back to the old-fashioned principles of carefulness in personalizing.

On a recent trip to Springfield, Massachusetts, *this reporter* was more amused than irritated to find that the name on his bill, when checking out, was "I Hope."

So the practice isn't prevalent only in the Direct Mail business. The room clerks and the cashiers don't seem to care a hang whether you stay in the hotel or ever come back. But that will change. Some of these days, you'll begin receiving tricky little letters from hotel sales managers telling you how they sterilize the bathroom with violet rays and how much they appreciate your "valued patronage." The letter from Springfield will start "Dear Mr. I Hope."

THE REPORTER

# STRATHMORE

*expressive*

## PAPERS

*spark the imagination!*

Fresh, brilliant, striking, Strathmore original effects in paper stocks glamorize the advertising piece for salesman and prospect alike . . . spark the imagination . . . create direct mail pieces that are *seen, NOTED, KEPT!*

This is no happy accident. The expressive quality is designed and built into Strathmore Papers by experts. They are made to give impressions as well as to receive them . . . through color, texture, and surface. Strathmore text and cover papers are famed for their wide range of expression by color. Strathmore letterhead papers are equally noted for their dignity, beauty, modernity.

### *Line completely revised*

We've brought the Strathmore Paper line thoroughly up to date. Made it more compact, better-balanced. Dropped a few outmoded items. Added new colors, textures, surfaces to express modern ideas. They're a delight to a good printer . . . workable, easy to handle . . . make the most of good printing, sometimes lift a middling-good job into a memorable one! Specify Strathmore Papers: they're worth it!



## STRATHMORE PAPER COMPANY

WEST SPRINGFIELD, MASSACHUSETTS

# Notes from a Mail Selling Scrapbook

By: JAMES M. MOSELY



Results for most Mail Sellers took a "nose dive" early in September because of disturbing foreign news, stock market decline, political troubles, strikes, etc. Response to mail order appeals has been off one-third to two-thirds.

This followed a summer of greatest vacation exodus in recent years.

New publications or completely fresh new offers are faring ahead of veteran mailers, according to uncheckable rumors.

Safe technique, in testing new specialty, is to try four or more different pieces of copy under identical comparative conditions. One may hit. Project might have been "flop" if only one tried.

No "mail order" man can tell ahead which appeal will make public buy. Public has "last word."

Sending an actual sample of product with letter to get quantity orders . . . is on the increase . . . and is effective.

Wonder how many Direct Mail men actually sit down and read a catalog of compiled lists from cover to cover. Such a reading gives a quick analysis of all markets in U. S., some abroad, too.

I did it past few days on subway—and had a liberal list and market education, "for free." Unexpected modern new markets I'd overlooked completely will pay a dividend for my time.

There is new interest in reaching prospects in Canada, Britain, the Continent, by mail. Perhaps it'll be "ONE WORLD" by mail, after all.

Imitation hand-written letter on stationery of Ridgewood Hotel, Daytona Beach, written colloquial style (grammar missing a few beats) from Jimmie Lynch, champ race driver, does convincing mail job for GOODRICH \* SILVERTOWNS.

Varnished photo of car being driven over railroad ties, with hand-scrawled note from Jimmie, tops it off—harbinger of more stunt letters to come.

Funny, but a recent test showed a list of 1943 and 1944 mail buyers pulling better than those of 1945. Perhaps they hadn't been hit so often!

BOOK OF MONTH CLUB capitalizes its 20th anniversary with date featured in current circular, a monument to a wisely-nurtured mail selling idea.

By the way, I have a few reprints of the recent *Post* article on behind-the-scenes at BOOK OF MONTH. I'll be glad to send a copy to any *Reporter* reader who requests it (care *Reporter*).

Here's a novel guarantee used by FOSTER PRODUCTS in selling pipes on approval with no money asked in advance:

"If, however, you are not satisfied, break the pipe and send me the pieces, and I will cancel the charge."

More people belong to churches than ever, but average gift is smaller in spite of general boosts in income. Plenty of need for good Direct Mail in fund-raising.

War surplus items held by war producers are being offered to consumers by mail. Purchaser of a navy

searchlight was followed up with offer on \$25 life raft.

Poorly mimeographed letter, hard to read. No build up of value. Letter talked about another item and enclosed life raft story as incidental.

Broke most of the rules. Probably sold only half what it could have sold if skilled Direct Mail techniques were put to work.

Rocky Mountain catalog customers of SEARS are getting merchandise air freight from Kansas City. It's called Telethrift Service. Nominal in extra cost.

Goods ordered up to 2 P. M. leave that day by fast plane and truck.

Test may set tempo for all mail order merchandise-movers.

THE WOMAN'S ANGLE in copy lifts a recent mailing from HAVE-MORE PLAN to interest BOTH sexes who read it. Sells a \$1 book about life in country.

Special box has copy by Mrs. Ed. Robinson from her angle as a wife (former model who lived in city). It sounds just the way a woman would talk about it.

Feminine slant in copy gets reading and conviction from men, too. More mail could use "double-barreled" copy! The his-and-her view points.

## HOW TO PREPARE COPY FOR LITHOGRAPHY

According to a recent bulletin issued by the Lithographers National Association, Inc., 420 Lexington Avenue, New York 17, N. Y., entitled "Lithography's Place in Printing Production" . . . there is now a manual on copy preparation for lithography which is available for 50¢ from the Lithographic Technical Foundation, Inc., 131 East 39th Street, New York 16, N. Y.

## WHO KNOWS? . . .

where we can obtain a copy of "How to Make Them Say Yes." Supposedly written by "Mackintosh" many years ago. A reader of *The Reporter* would like to get a copy . . . but so far our search has been unsuccessful.

## WHAT'S THIS?

Here is about the screwiest mail order case on record. Ed Barker, the magazine man from East Bridgewater, Massachusetts, sends us a Direct Mail piece he received from "The Little White House, 119 Kosciusko Street, Brooklyn 16, New York." Mailed under 1½¢ postage.

Inside the envelope is a poorly offset, poorly composed piece of copy offering to sell for 25¢ in coin (27¢ in stamps) the "name of a finance company known to have made loans entirely by mail."

The author of this brilliant mail order idea is a Joseph F. Trainor. Claims to have no connection with the finance company and is only selling *their name*.

Probably not illegal but it surely is a screwy idea.

## IN THE DARK

Reporter Kell Kellenberger, of the Union Switch & Signal Company, Swissvale, Pennsylvania, sends us this month's best example of wasting money with Direct Mail.

The Spray White Paint Company of Chicago, Illinois, sent out a self-enclosed mailing piece to show how attractive and bright a factory can be made by using Spray White. The broadside was printed in two colors on *news print stock*. The illustrations showing before and after treatment were made from fine screen engravings intended for coated stock. One illustration, supposedly showing a factory after being treated by Spray White, is so clotted with ink that the room looks darker than it did before being sprayed.

It seems absolutely unbelievable that any organization would release such a Direct Mail monstrosity. Maybe some newspaperman did it as a joke . . . to show how bad Direct Mail can be.

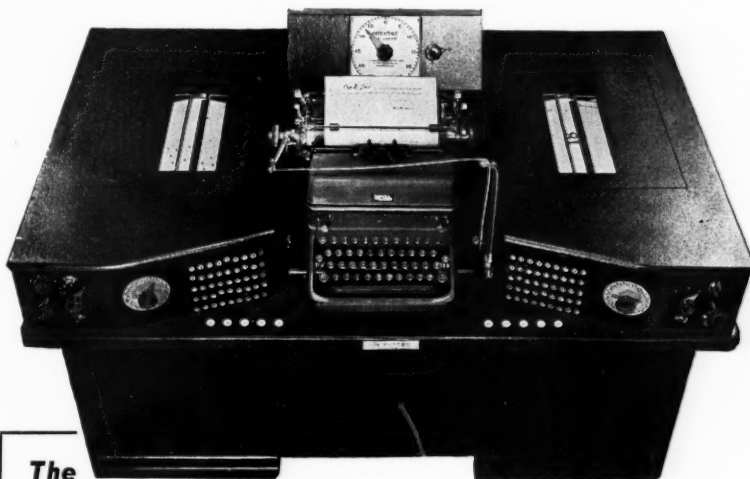
## The Other Side of the Story

Dear Henry:

Here is a three-dollar answer to your critic from California—my subscription for a year, and my best wishes for many years to come.

Cordially yours,  
George Dilkes  
30 Charlton Street  
New York 14, N. Y.

**You are looking at the only machine made that will typewrite complete letters of page or more in length from any selection of paragraphs. Its perforated record rolls carry from 80 to 160 standard paragraphs. Your typist merely addresses the letter and pushes the paragraph selector buttons. The Auto-typist finishes the letter automatically at more than two times manual speed!**



### The Push Button Auto-typist makes possible

Automatic typing of ANY SELECTION from 80 to 160 form paragraphs in any order or sequence.

Or, any selection from 20 or more complete letters.

Typing of sales letters on any one or a variety of products.

Typing of answers to inquiries on large number of different products.

Typing of credit and collection forms with manual typing of dates, amounts, and nature of purchases.

Typing of subscription and renewal correspondence by publishers.

Typing of detail letters to physicians, dentists, or users from selections of paragraph covering various products.

**T**HE everyday performance of this amazing machine is so spectacular that the listing at the side gives only a hint of its flexibility.

Every man or woman responsible for production of sales or promotion letters, collection letters, or handling of repetitive correspondence will want the facts.

See for yourself how one ordinary typist can use Auto-typists to turn out as many as 300 perfectly typed letters a day, each letter different from each other, and each letter highly personalized with manual interpolation of dates, names, amounts, catalog numbers, or descriptions. Sounds impossible? Rush your name for new circular describing the PUSH BUTTON Auto-typist. We'll answer with an Auto-typed letter, typed for you as a demonstration of the almost human flexibility and the super-human speed of this machine.

Use the coupon or your stationery.

## The Auto-typist, Dept. 29

614 N. Carpenter St., Chicago 22, Illinois

The Auto-typist, Dept. 29  
614 N. Carpenter St., Chicago 22, Illinois

Write to me on the Auto-typist and send with your specimen letter a circular describing the Push Button Model. There is no charge or obligation.

Name .....  
Company .....  
Address .....  
City ..... Zone ..... State .....

# The Ole 'Gator Got Jack Carr

(but he still writes fine copy)

Here's part of an interesting recent letter from Jack Carr:

You know, Henry . . . that for many years I've used on my letterhead a cartoon of myself pounding a portable under a palm. And for Florida atmosphere there was always a "gator" right behind me. We got to calling him "Bronchitis."

Many of my clients were worried that some day he would get me. And the old so-and-so finally did. My doctor said to sell the farm in the cypress swamp and go to a "Rest Home." Which is exactly what I did.

I should tell you just what a "Rest Home" is.

When you first go in they check you over and find out exactly how much cash you have on hand. The doctors get their share first. The management gets the "Rest."

The one I came to here in St. Petersburg was nice. For a small additional charge they gave me space for a bit of an office so that I could carry on my work for my monthly clients.

This space was in between the alcoholic ward and the place for the slightly demented. My copy began to improve under these conditions.

There has been, as you say, a change in Direct Advertising in the period between 1930 and 1946. That's not surprising. Everything in life, love and business has changed.

I think it's more difficult to write Direct Mail in advance today, than it was then. Because none of us know what may happen in the short space of two or three months ahead.

Direct Mail occupies a very definite place in the scheme of advertising. There is no need and there never has been any need for conflict between it and the other fine forms of advertising.

Cordial Contacts are just as important today as high-powered selling pieces. You may like the thoughts included in a recent Cordial Contact letter written for Randall Brothers, Atlanta lumber dealers. It probably proves some point.

Cordially,  
Jack.

The Letter:

MAYBE MEN HAVE FORGOTTEN!

At this very moment of writing the whole wide world seems to be in the throes of trouble. Civilization appears cockeyed crazy and helbent in a hurry to destruction.

It's an alarming situation and the wisest men seem unable to find a solution. Peace that we hoped for flies further away. For all the world like a will o' the wisp.

Surely there must be simple, satisfactory answer to this most perplexing of problems.

Centuries ago a Man laid down a law. It has come to be known as the Golden Rule. Merely a suggestion to "Do unto others . . . as you would that they should do unto you." Simple logic!

Maybe men have forgotten! Tragic, if they have.

Wouldn't it be well if we dug up that age-old law. Dusted it off and put it into practice. It has worked before and it will work again.

It is not within our province to preach. And what we have written has nothing whatever to do with Lumber and Millwork.

It's just something we've had in mind lately. Perhaps you've been thinking along the same line.

Sincerely yours,  
Randall Brothers, Inc.  
(Signed) Luther H. Randall, Pres.

*Reporter's Note:* The letter quoted above may not have sold any lumber (at present) but it did "pull" many fine letters of approval. That's building goodwill.

## A TESTING CONTROVERSY

In the July *Reporter* we reprinted a release from *Mailings* on the subject of "Salutation Fill-ins."

It made the following statement.

"Tests conducted by large users of Direct Mail indicate that a good running caption will produce orders at a lower cost than a typewritten fill-in."

It further quoted a comparative test conducted by Kiplinger in which non filled-in letters produced orders at a lower cost per order than letters with a typewritten salutation. The report concluded:

"A poorly filled-in form letter fools no one. The recipient knows that a personalized multigraphed letter was not individually typed for him. Actually the effect desired is negated when there is a noticeable difference in 'color' between the fill-in and the body of the message—or there is a difference in alignment—or there are inaccuracies or misspellings in quick fill-in work."

Boyce Morgan, Managing Director of the Kiplinger Washington Agency, writing to *The Reporter*, disclaimed all responsibility for the test men-

tioned and for the conclusion. Said it hadn't happened since February, 1943 when he joined Kiplinger's. He writes:

"We have proved to ourselves over and over again that NO single test, and certainly no test involving a quantity as small as 8,000 letters, is anywhere near conclusive. In some cases we have tested two items—letters, folders, types of postage, etc.—and seen the results reverse themselves even after a half-dozen tests totalling as many as 40,000 pieces.

"We do use running heads on most of our mailings, but we also use fill-ins in some cases. Furthermore, even if we had proved that running heads were better for us, it wouldn't necessarily mean that they'd be better for other mailers. When we switched from third-class to first-class on our mass mailings more than a year ago, I'm told that some other mailers followed suit—and got burned. Better do your own testing—and keep it up until repeated confirmations establish a definite conclusion."

Lewis Kleid and *this reporter* did some checking.

The Kiplinger case history quoted in original item was secured from a

book "*Tested Direct Mail Methods*" published by the Direct Mail Research Institute, Chicago. It was assumed that the information was recent and current. But it now appears that the report was very old.

Low Kleid has sent out another release agreeing wholeheartedly with Mr. Morgan . . . the results of many tests are valueless—or misleading—not only because they are too small to mean anything, but because people use the personal experience of others to solve their own problems. He says: "We found that out early in researching for case histories for the Mailings Idea File Series and we no longer rely on isolated or unconfirmed test information.

"All reports since No. 3 in the Series (the salutation in fill-in report) are based on actual interviews or on the findings of a questionnaire to a panel of 50 mass mailers . . . current and active large users of Direct Mail who are best qualified to know the factors that are influencing mail order returns."

## HOW IT FEELS TO BECOME A GRANDFATHER



WONDERFUL!

H. H.\*

### BOOKS BY OFFSET

The 1946 exhibit of Books by Offset Lithography is now on the road.

After a most successful opening of the show in New York City, the exhibit traveled to Atlantic City for the Lithographers National Association Convention, and in Chicago, at the Glessner House. The display is now scheduled for showing at the Photo Lithographers Convention in Washington, D. C., and then by the Toronto Graphic Arts Association in Toronto, Canada; Connecticut Valley Litho Club in Hartford, Connecticut; Brazoria County Library in Angleton, Texas; Rochester City Library in Rochester, New York; and the University of Illinois Library in Urbana, Illinois.

Harry Porter of Harris-Seybold Company of Cleveland was recently elected president of Books by Offset, Inc.

### ADVERTISING FEDERATION CONVENTION PLANS (For 1947)

The forty-third annual convention of the Advertising Federation of America will be held at the Hotel Statler, Boston, May 25 to 28, 1947. This will be the fourth convention of the Federation to be held in the Hub City, the others being held in 1911, 1936 and 1941.

\* Note by makeup department: That's the shortest article ever written by Henry Hoke. Charles Hearn Hoke, Jr., was born September 6 in the Naval Hospital, Philadelphia, Pa. Mother, child and grandmother doing fine. Father and grandfather recovering gradually from the ordeal.

### THE REPORTER



## 3 things to remember about VARI-TYPER\*

### 1 Vari-Typing looks like printing

Vari-Typer's hundreds of different styles and sizes of type enable you to produce work which closely resembles type-set printing. You can *snap up* the appearance of questionnaires, reports, surveys, manuals, parts lists, sales bulletins, etc. Vari-Typer works wonders on stencil or hectograph duplicating or offset printing.

### 2 Vari-Typer condenses copy

Bulky, multiple-page jobs which eat up precious paper and which are hard to wade through are condensed to half their typewritten size on Vari-Typer. Bold headings, medium-size subheads, and italics high light important features - and smaller text types save space, yet are easy to read. And when condensing large jobs on Vari-Typer you *invite* readership.

### 3 Vari-Typer saves money

When you want to get out paper work and *save money*, think of Vari-Typer. By condensing multiple-page jobs and saving on supplies - by producing work with a *printed* effect, without expensive composition costs - Vari-Typer cuts printing and duplicating costs by 49% to 62%. The machine usually pays for itself in a year - sometimes on a single job.

#### More Information?

Write for your copy of a free, 16-page, 3-color booklet - Vari-Typer, a new tool for business - yours on request without obligation. Please request booklet PI-9.

TEXT COPY SET ON VARI-TYPER



**RALPH C. COXHEAD CORP.**  
333 AVENUE OF THE AMERICAS, NEW YORK 14, N. Y.

\*Reg. U.S. Pat. Off.  
and foreign countries.

# Another Study of Pharmaceutical Direct Mail

For three years now *The Reporter* has been reporting the Fisher-Stevens annual survey of doctors' mail. We won't make an exception this year. Last issue of *Medical Marketing*, excellent h.m. of Medical Economics, Inc., Rutherford, New Jersey, carried the fourth annual survey. Here it is:

## ANNUAL ANALYSIS OF A DOCTOR'S DIRECT MAIL

Adhering to the same tabulations as in previous years, the Fisher-Stevens Service, Inc., a New York addressing firm, has just released its fourth annual analysis of all Direct Mail advertising received during a year by a general practitioner. From May 1, 1945, to April 30, 1946, the firm found that one physician received a total of 1826 pieces of mail, 44% more mail than in the previous year and approximately 70% more than was shown in the two earlier surveys made in 1941-44.

Fisher-Stevens estimates that doctors throughout the country received a total of 150,000,000 pieces of mail during the year and that advertisers spent approximately \$7,500,000 on paper, printing, envelopes and postage to reach the medical profession through Direct Mail advertising alone. To look at these figures in another way, each doctor in the country had over \$70 spent on him in Direct Mail alone and the mail man brought an average of six pieces of advertising mail to him each day during the past year.

Pharmaceutical manufacturers continue to account for the bulk of the physicians' mail although again this year a slight decrease in this category is noticeable. In the year ending March 31, 1944, mail from drug houses made up 91.4% of all of the doctors' mail, whereas the survey this year shows only 85.9%. Ten per cent of the doctors' mail was of a non-medical character—nearly double the amount of non-medical mail received in the year ending March 31, 1944. Miscellaneous non-medical mailings include advertisements from charitable institutions, sanitariums, department stores, insurance of all kinds, etc. Medical book advertising and magazine solicitations and advertising from

medical equipment and instrument houses again accounted for 4% of the total mail received.

Though there is a slight increase (2.1% to 3.0%) in the amount of first class mail sent out, practically all mail sent to physicians was sent third class. There was no marked increase in the use of government postcards over a year ago and the 5.3% figure is still below that for the year ending October 31, 1942, when 7.8% of the mail was of this type.

The trend to use business reply cards for sample requests continues to increase while the non-prepaid

sample request cards have dropped from 10.2% in the year ending October 31, 1942, to 2.3% during the past year.

Unsolicited sampling has reached a new high. 9.3% of the doctors' mail contains samples. The use of letters in medical mailing seems to be growing steadily but still only 22.4% of the advertisers enclosed a processed letter in their mailings.

During the 12-month period, a total of 625 products were advertised in the 1826 pieces of Direct Mail. In other words, these 625 products appeared on the doctors' desk 2,002 times (excluding house

Figure 2: ANALYSIS OF ALL DIRECT MAIL ADVERTISING RECEIVED BY A GENERAL PRACTITIONER DURING FOUR ONE-YEAR PERIODS\*  
PERCENTAGE OF TOTAL

Type of advertiser	Year ending 4/30/46	Year ending 3/31/45	Year ending 3/31/44	Year ending 10/31/42
Pharmaceuticals .....	85.9	86.5	91.4	89.3
Medical books and subscription letters.....	2.1	2.4	3.4	2.4
Medical equipment and instruments.....	2.0	1.4	.8	1.8
Miscellaneous—including sanitariums, charitable appeals, department stores solicitations, etc....	10.0	9.7	4.4	6.5
	100.0	100.0	100.0	100.0
Type of postage used				
Printed permit.....	50.9	48.1	46.4	44.6
Postage meter.....	27.2	29.7	36.3	33.8
1¢ stamp.....	8.6	7.7	7.3	6.1
2½¢ stamp.....	1.0	2.3	1.9	3.3
1½¢ stamp.....	4.0	4.9	2.5	1.9
First-class .....	3.0	2.1	1.5	2.5
Government post cards.....	5.3	5.2	4.1	7.8
	100.0	100.0	100.0	100.0
Corner cards				
Usual style—name and return address in upper left-hand corner.....	70.2	73.4	69.3	68.2
Name and address on flap or reverse side.....	17.5	14.0	17.8	7.5
P. O. box or street address used—to company indicated .....	4.3	3.6	6.0	6.6
No corner card or return address.....	8.0	9.0	6.9	17.7
	100.0	100.0	100.0	100.0
Broadsides and mailing cards				
Sealed .....	2.9	3.2	4.4	5.0
Unsealed .....	7.1	7.4	12.5	5.6
Mailing cards.....	9.9	8.1	5.8	6.3
	19.9	18.7	22.7	16.9
Sample request cards enclosed				
Not prepaid.....	2.3	3.7	4.3	10.2
Business reply.....	12.3	10.9	12.0	10.9
Government post cards.....	0.0	0.0	0.0	.3
	14.6	14.6	16.3	21.4
Samples .....	9.3	8.6	7.5	8.4
Blotters (1 or more) enclosed.....	15.4	15.8	16.5	15.5
House magazines—monthly, bi-monthly or quarterly	7.0	7.8	8.9	9.1
Letters enc. ....	22.4	20.7	20.1	not recorded

\* Based upon totals of 1826 pieces of mail for period ending April 30, 1946; 1263, March, 1945; 1062, March, 1944, and 1028, October, 1942.

magazine and catalog advertising) or an average of a little over 3 mailings on each product.

One surprising figure that Fisher-Stevens revealed was that 223 products were advertised to the doctor in this medium just *once* during the year. At the other extreme, the record number of mailings on a single product was 38!

Figures 1 and 2 give the complete analysis of the mail, broken down into the number of products advertised in each mailing and type of mailing and advertiser.

FIGURE 1

Number of Products Advertised in Individual Mailings  
(House Magazines Excluded)

	Per cent	
	1946	1945
One product.....	64.7	67.2
Two products.....	17.3	17.7
Three products.....	6.0	5.
Four products.....	2.3	1.4
Five products.....	1.5	1.6
Over five products.....	8.2	7.1

## DON'T BE TIMID

Dear Mr. Hoke:

Somewhat timidly, after reading your pungent comments from time to time on the majority of house magazines, I submit "The Rudge Galley."

The management here at Rudge believes that although we have a staff of only 75 (including both plant and office) that is no reason not to give employee relations as much serious thought as if we had 7,500. They think, for example, it is not only important to have an employee-news-paper, it is equally important that it be employee-managed. The staff's interest in *The Galley* was tangibly demonstrated recently when a request for a new name brought in 43 suggestions.

I'd be very interested indeed in knowing your reactions.

Marian Dickinson, W. E. Rudge's Sons,  
225 Varick Street, New York 14, N. Y.

**Reporter's Note:** You've hit the nail on the head. I like your "sheet" because you give as much attention to 75 as you would if planning to reach 7500 or 75,000. Such a house magazine is not in our "boring" category.

## THE REPORTER



The hungry cucaracha found the desk drawers stamp-less.



The familiar stamp boxes were strangely empty... Horrors!

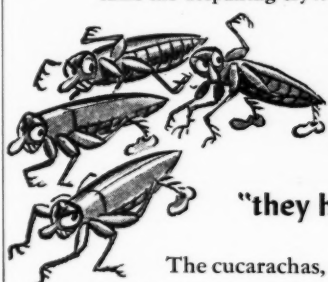


The mailing tables didn't show a snack of stamp anywhere...



Not a single secretary's private stock of stamps was found... Then

"The jig is up, fellows—"  
came the despairing cry...



"they have a Postage Meter!"

The cucarachas, and other office pests who borrow stamps, are out of luck in any office with a Postage Meter!... No adhesive stamps, no running short of threes, airmails, specials... The Meter supplies postage as needed, for any kind of mail... *prints* the stamp with postmark directly on the envelope, seals the flap at the same time... stamps a whole day's mail in a jiffy!... Simultaneously prints your own advertisement on the envelope if you like... and does its own accounting!... Easy to operate, time saving, awfully convenient, in any size office. Thousands in use everywhere... Call the nearest Pitney-Bowes office, or write for illustrated booklet.



## PITNEY-BOWES Postage Meter

PITNEY-BOWES, INC., 2006 Pacific St., Stamford, Conn.  
Originators of Metered Mail. Largest makers of postage meters  
Offices in 59 principal cities of the United States and Canada



## REACTIONS WANTED

Dear Henry:

I should like to bring to your attention a situation, of which probably every one in the commercial printing industry is aware, and which I think cries out for action by "THE REPORTER."

I am referring to the necessity for the restoration of controls on the manufacture, use and inventory of paper, in order that the available wood pulp and rag supply be stretched as far as possible.

We, as creative commercial printers, find ourselves faced with increasing shortages and an ever greater difficulty in obtaining a sufficient supply of paper—particularly coated stock. We are informed by our suppliers that the largest single factor in causing this shortage is the effort of many publishers to build up an inventory far greater than that permitted under wartime regulations. In addition, the reduction in margin size, and sometimes in over-all page

size, which served so well during the war, is being abandoned by more and more magazines and newspapers, creating wasteful usage of paper at a time when there is still far from enough to go around.

For our own part, we have no objection to the restoration of quotas and limitations on the use of different weights of paper all along the line. Sixteen-pound letterheads may not be the most beautiful in the world, but they do carry the message.

We feel very strongly that the commercial printing industry is receiving the short end, under present conditions, and that the only way the available paper can be spread fairly is through the immediate reimposition of the controls, which served us so fairly during the war.

We should appreciate your reactions to this suggestion.

Herbert G. Ahrend,  
President  
D. H. Ahrend Company  
52 Duane Street  
New York 7, N. Y.

*Reporter's Note:* Many of us felt, after V-J Day, that controls were lifted too soon. But we don't see how, at this late date, controls could be re-imposed. Unless situation improves we'll all have to start campaigning for "paper stretching." How do other readers of THE REPORTER feel about the situation? Can anyone suggest a simple solution?

## WHAT A JOB!

Looking through a recent promotion piece issued by the manufacturers of Catalina Swim Suits, we started sympathizing with the advertising manager. What a tough job! It must be trying work to pick out the most attractive models and arrange for the four-color photography.

There's one spot where the advertising manager doesn't have to devise ways and means of injecting sex appeal into his advertising. He's probably satiated with it. In the Catalina folder, the four-color process is being used to its most glamorous nth degree.



Mutual Life's Supervisor of Field Service, Mr. Fels Hecht, reports . . . "Our new booklet 'Of Pigs In Pokes' is one of the handsomest pieces we have ever produced. Ecusta Flax-opake, 24 lb., provided a splendid background for the typography, illustrations and two-color offset. Tri-Arts Press, designers of the booklet, and Crafton Graphic Company, printers, were impressed with Ecusta's fine printing qualities."

Use available Ecusta Flax-opake for advertising printed matter, rate and data books, de luxe editions, catalogs, Bibles, encyclopedias, annual reports and any job requiring an exceptionally white, opaque printing paper. Ecusta Flax-opake Bible and Printing papers are stocked and sold by leading paper merchants from coast-to-coast in U. S. and Canada.

**ECUSTA PAPER CORPORATION**

PISGAH FOREST  
NORTH CAROLINA

FINE FLAX WRITING • FINE FLAX AIR MAIL  
FLAX-OPAKE BIBLE AND PRINTING PAPERS  
BOXED TYPEWRITER PAPER • MAKEREADY TISSUE  
STATIONERY CABINETS  
SILVER WRAPPING TISSUE (NON-TARNISH)  
LIGHTWEIGHT PAPER SPECIALTIES

## NEW ASSOCIATION

In New York, Best & Company are building a brand new store on Fifth Avenue, and it's an odd quirk in human nature that drives New Yorkers to peek between the cracks of the eight-foot wooden wall that surrounds the first stages of construction below street level.

We learned recently that The National Broadcasting Company of Hollywood is building too . . . and have done something about this quirk in human nature.

A letter from NBC asks us to accept the "official" card they had inclosed. As per card, be it known from this date forth; that "Henry Hoke, being an individual of rare abilities and unimpeachable background, is hereby duly appointed, selected, and elected an honorary member of the NBC SIDEWALK SUPERINTENDENTS ASSOCIATION, Argyle Street Branch, Hollywood, California. And that he is entitled to all the privileges and prerogatives attendant thereon . . . including the rights of remote control engineering, construction, kibitzing, and controversial contention with his fellow craftsmen. Signed Sidney N. Strotz."

And that's the way the copy on the card reads. It's a good attention getter, tells a story, and provides a few laughs toward good will. The letter explains the why's and wherefore's of the expansion, and says, that the building's "opening within a few months will signify more production, more business, more jobs, more nationwide prestige for all of us in Western advertising."

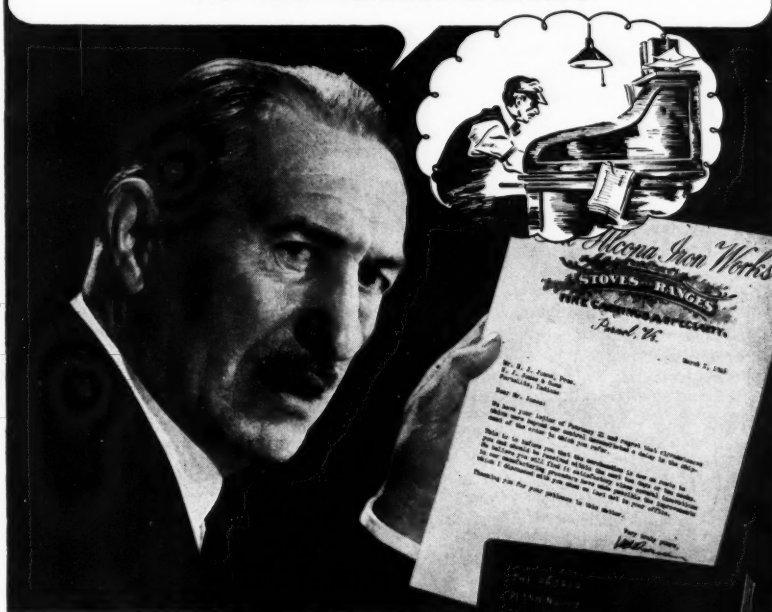
## DISTRIBUTION MEETING

The now famous annual Boston Conference on Distribution will be held this year on October 14-15 at the Hotel Statler. It's the eighteenth annual meeting.

As usual, the program is bursting out with big names. Registration fee for sessions only is \$5.00. Complete registration covering sessions, two luncheons and Conference Report is priced at \$11.50. Daniel Bloomfield is Director and can be addressed at 80 Federal Street, Boston 10, Mass.

## THE REPORTER

## Is this firm as out of date as its letterhead?



## What does YOUR letterhead say about you? . . .

Your letterhead makes many business calls every day. Have you asked yourself lately what kind of impression it makes? Is it a dignified representative that lends importance to your message? Or does it do just the opposite, as so many out-of-date, poorly designed letterheads do?

"Your Next Letterhead," Hammermill's idea book, provides a standard by which you can judge your present letterhead. Concisely, it gives the essentials of modern design, with some 26 examples of the good arrangements of type, emblems, trade marks. Send coupon for this practical "show-how" book.



## SEND FOR THIS FREE BOOK!

Another essential of a good letterhead is good—but not expensive—paper. Hammermill Bond provides the right quality at moderate cost. For a sample book showing its wide color range, check the coupon below.

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

# HAMMERMILL BOND

Companion papers for office use include Hammermill Mimeo-Bond and Hammermill Duplicator

Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—a copy of "Your Next Letterhead." (Check here) ☐

If you'd like a sample book of Hammermill Bond.

Name . . . . . Position . . . . .

(Please attach to, or write on, your business letterhead) 8-MA-52

## CORRECTING A MAILING LIST

A recent mailing from The McCormick-Armstrong Company, 1501-11 East Douglas Avenue, Wichita 1, Kansas, is printed in two colors on an 8½" x 11" sheet. Most of the sheet is occupied by a cartoon showing a business office in a state of great confusion.

The heading reads "Our mailing lists are driving us Nuts."

Here's the rest of the copy:

No foolin'—we're in awful shape, and we need your help.

Seems that during the war years we were too busy with other things to look after our mailing lists. Now we want to bring them up to date.

The envelope in which this was enclosed asks the Post Office Department to notify us of any errors in your address—but we wish you would check the address, too.

Please take a quick look at the enclosed card, fill it out and drop it in the mail. We're glad to pay the postage.

Thanks and best wishes.

## DIRECT MAIL DOES IT AGAIN

Direct Mail did quite a job for the United Nations during this past summer. When the United Nations organization decided to move out to the Sperry plant at Lake Success in Nassau County, the officials were worried about the housing problem. Various plans were discussed, including an open appeal in the local newspapers. But it was finally decided to handle it all by Direct Mail.

Householders in all convenient localities in Nassau County received letters from committees appointed by the mayors. We understand that the campaign was completely successful. Houses were opened up to the UN personnel and at reasonable rates. One enthusiastic neighbor of *this reporter* specified that he would take only a Chinese couple at not more than \$5.00 per week. His wife hit the ceiling, but he got the Chinese couple (a couple of very attractive young ladies).

## SOMETHING WE MISSED

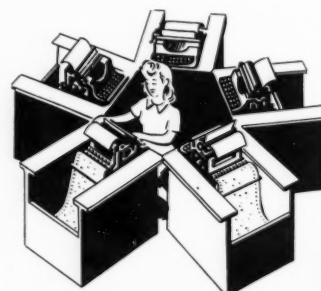
Bert Barnes, that house magazine man, just called our attention to a story we missed in the February 23 issue of Editor & Publisher, the bible of the newspaper profession. (Page 11 . . . if you are interested in reading the whole story.)

According to the third annual survey of advertising expenditures conducted jointly by Editor & Publisher and the Retail Dry Goods Association . . . the trend of retail advertising is upward both in radio and Direct Mail.

Here's how Editor & Publisher describe the trend:

Direct Mail was accorded an even larger increase than radio this year, showing that many of the stores plan to return to heavy use of the medium as some of the wartime difficulties of paper and printing are solved. This increase, however, in few cases means a cut in the newspaper allotment, most of the stores making that adjustment from other promotion expenditures.

**H** hoo'ven-ize (hoo'ven-ize) v. i. & v. t. 1. To write with a typewriter letters in small or unlimited quantities on the Hooven Automatic Typewriter. 2. To multiply the ability of business offices to write individually typewritten letters beyond the production capacity of staff typists. 3. To produce economically small or large quantities of original letters. 4. To typewrite individually by mechanical means multiple copies of identical letters. **Synonyms:** 1. To promote good reputation, favorable customer relationship, new business, or the like by use of individually typewritten letters; 2. To project one's personality impressively by mail to a group of prospects or customers by use of personal letters; 3. Good business practice; **Thus:** Hoovenized Letters, Hooven Typewritten Letters. See **HOOVEN LETTERS, INC.**, 352 Fourth Avenue, New York 10, phone: LExington 2-6162 for this service and all other direct mail services.



Girl Operating a Battery of Hooven Automatic Typewriters at Hooven Letters, Inc.

Copyright 1946 H. L. Inc.

THE SAWDON COMPANY, 480 LEXINGTON AVE., N. Y. 17, N. Y.

# A Business Getting Card

Our friend Sigmund Sameth, the writing man, reports . . . that the advertising man at Patterson Brothers tells him that each day they do about \$2000 worth of business on the basis of the card illustrated here. You can understand the purpose by reading the copy. Reportedly, four out of five

cards bring purchases of the listed item. This seems high, but is possibly due to the prevailing shortage of hardware items. When those items are more readily available, the returns from this type of card may drop. But as a promotion gesture at low cost it is a lulu. The idea could be adapted to many lines of business.

PATTERSON BROTHERS, 15 Park Row, New York 7, N.Y., BA 7-8320

**THE ITEM THAT YOU WANTED**, which was "out of stock" on the day you called on us, **IS NOW IN STOCK.**

our 97th year in business

No merchandise in stock will be held unless we have received an actual order for it. If you want this item now—by acting promptly—you may be able to secure it from our present stock.

**PLEASE BRING THIS CARD**

and ask for Mr. \_\_\_\_\_

## BE SURE YOUR LIST IS RIGHT

The Air Conditioning Training Company in Youngstown, Ohio, is using the mails to secure applicants for a training course in air-conditioning.

It's a two-page letter printed on both sides of the sheet. As such letters go . . . it could be classified as a good letter.

But the joker is . . . that the sample sent to us was received by the advertising manager of one of the world's largest advertisers. He's fairly well along in years and definitely established in a very remunerative position.

Although he does not want his name used publicly in this item, we want to quote the letter he wrote to the executive director of the Air Conditioning Training Company.

Here it is:

Having been for years a student and practitioner of Direct Mail advertising and a member of the Direct Mail Adver-

tising Association for many years, I, in my present position, occasionally have an opportunity to note correct and incorrect use of direct mailing.

One of the cardinal principles of direct mailing, to my knowledge, is to have a proper list. Therefore, I am highly amused at receiving the letter inviting me to enroll as trainee in your air conditioning and refrigeration course, indicating that you have me listed as a prospect, that objective being the farthest from my dreams, ambitions, desires and likewise, my age limit.

I just wondered how and why my name got on your prospect list.

Just another example of poor list planning.

## ANOTHER NOVELTY MAILING

Mr. K. N. Merritt, General Manager of Public Relations for Air Express Division of Railway Express Agency Incorporated, 230 Park Ave., New York 17, N. Y., made an interesting mailing recently. A well written letter explained the use of an accompanying 5 1/4" x 3 3/4", 32 page booklet entitled "Reference File of

Air Express Uses." Top section of each inside sheet is die-cut to resemble a filing tab. The tabs are numbered and staggered just as they would be in a file index. Each sheet describes some special method for shipping profitably by air express. Each suggestion is illustrated by an actual case history.

Executives are urged to study these case histories because . . . they may hit upon a new idea for a profitable application to their own shipping practices. Good idea . . . and well handled.

## MATCHED LETTERS

We like to get letters from people who reflect their appreciation for good letters . . . by planning for the best possible impression down to the last minute detail.

You should get a chance sometime to receive a letter from Paul B. Russell, Vice President of Lucien Le-long, Inc., 681 Fifth Avenue, New York 22, N. Y.

The letterhead is printed in beautiful type in brown ink, with a dry embossed seal included. The paper is a laid finish, deckle edge in a cream tint. The letter is typed with brown ribbon and centered expertly on the page. Mr. Russell's signature is affixed with brown ink.

It represents quality in correspondence . . . to the nth degree.

## TELEVISION . . . MUST BE GETTING CLOSER

The National Broadcasting Company recently released a 64-page, 5 1/2" x 8" booklet entitled, "Television Talk." It is a pocket size glossary of television engineering and production terms, designed for ready reference by television broadcasters.

NBC claims this booklet contains the first published glossary of television terms. It promises to publish succeeding editions as new terms develop and become part of television jargon.

It makes interesting reading and the booklet is well illustrated with cartoons. Its importance, however, seems to lie in the fact that NBC seems to think that it is necessary to produce such a job. Television must be close around "the corner."

## THE REPORTER

## More About the Red Letter

Last month, we reported on the red letter (red multigraph ribbon) used by Alice Drew, Advertising Manager of TelAutograph. Here's part of an interesting letter from her.

Dear Mr. Hoke:

It was really a red letter day for me—making the pages of *The Reporter*.

Out of the 23,387 mailed during July and August, we had 496 quality returns or .0212%. Such a percentage may seem like peanuts to a direct mail expert like you, but we're quite content with the response. The annual income from just one contract closed as a result of a mailing will often pay for the entire cost of the campaign.

Another point you might be interested in is that 24% of the 496 inquirers specifically asked for a representative to call. As is true on almost all TelAutograph mailings, a good portion of our prospects disregard the return post card, replying on their own letterhead.

The same letter which you mentioned on page 9 of your fine August issue is being included in my DMAA entry this year. I'm keeping my fingers crossed that it winds up a leader.

Alice Drew also answered our August plea for specimens of unusual Direct Mail by sending two recent pieces of her work.

Since TelAutograph machines operate with the pen writing principles, it's only natural to use facsimile pen written letters in promotion work. This year they tried two. One was on grey stationery with the letterhead hand designed and embossed in white ink. The letter was written in a different sort of printed handwriting and processed. The personal fill-in was placed at the top by the same person who did the original for the facsimile.

Another letter was also handwritten but processed in reverse. That is, white handwriting on black stationery. Usually such pieces are hard to read, but the shortness of the copy of this piece makes it easy.

The fill-in was performed by the same operator with white ink. And it actually matches.

## TELLING EMPLOYEES

Good booklets for employee training or employee information seem to be on the increase.

Congratulations to Aldens Chicago Mail Order Company for its 32-page and cover, 4½" x 6½" booklet entitled "A Short Story About Aldens Chicago Mail Order Co." It's intended for new employees only. Gives them a short outline of method of doing business, history of the company, the story of an order, the rules and regulations for all employees.

Story is simply and well told.

Another more elaborate piece with the same purpose reached us from The Northwestern Mutual Life Insurance Company. 8½" x 11", 40 pages and cover, lithographed by the E. F. Schmidt Company of Milwaukee, Wisconsin, in two colors.

Typography and illustrations are super deluxe. The brochure is obviously intended not only to train new employees but to induce new blood into the organization by selling them on the advantages of working for this company.

## DUPLICATING, ADDRESSING AND MAILING EQUIPMENT for GREATER EFFICIENCY

For more than 25 years Addressing Machine & Equipment Co. has sold every type of machine used by the direct mail industry. Our expert sales staff gives unbiased advice concerning all makes and models of machines and the best methods of operation.

Leading users of direct mail save substantially with our rebuilt, guaranteed equipment. We have available machines for every duplicating, addressing and mailing operation. Our own Cyclone Automatic Feed for Multigraphs, Cyclone Slip Sheeter for Mimeographs and Cyclone Carbon Ribbon Units are brand new up-to-date items.

For increased efficiency in your mailing operations, et in touch with us today.

**ADDRESSING MACHINE & EQUIPMENT CO.**  
326 Broadway, New York 7, N. Y.  
WOrth 2-5337

## Machines for MORE THROUGH PUT

Ask about our Rebuilt, Guaranteed Addressographs, Graphotypes, Multigraphs, Multiliths, Folding Machine, Postage Meters. Addressograph Plates, Tabs, Ribbons, and Plate Embossing Service.

## •WANTED•

We pay high prices for used machines. Tell us what you have to offer.

## NEW MAIL ORDER CUSTOMERS in LARGE VOLUME


For the new or established MAIL ORDER MERCHANTS direct mail to Consumer, MOSELY opens the door to

## THOUSANDS OF NEW MAIL ORDER CUSTOMERS

The MOSELY ORGANIZATION knows outside lists of Mail Order Customers and Inquirers inside out . . . how they pull, how list owners co-operate, how to pick TOP-RESULT LISTS.

These lists are available for one-time addressing, MANY EXCLUSIVELY through MOSELY.

Write in detail today to Dept. R-9  
MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters  
38 NEWBURY STREET  
BOSTON 16

## NEW MAIL ORDER CUSTOMERS in VOLUME

## EYE'CATCHERS



## NEW PROOF-BOOK JUST OUT

100 SALES PROMOTION PHOTOS

CLIP COUPON TO LETTERHEAD AND MAIL

**FREE! . . . mail this now!**

EYE-CATCHERS, Inc. 10 1/2 E. 38th St., N.Y. 16  
Please send FREE proofbook referred to in ad. No obligations.

Name

Address

City  State

## VETERANS DISCHARGE EMBLEM CONTROVERSY

*The Reporter* for August, 1946 carried an article entitled "Tempest In A Teapot" . . . exposing the facts behind phoney copyright claims to the exclusive use of the Veterans Discharge Emblem in advertising.

Prior to publication, this magazine sent 300 advance proofs of the article to all associations, clubs and magazines in the printing and advertising fields. We also supplied several thousand reprints of the article to various associations at their request.

Action was quick and effective.

Satisfactory articles appeared immediately in *Tide*, *Advertising Age*, *Printer's Ink*, *New York Printing News* and brief items were carried in most of the advertising news columns of the daily newspapers.

The Metro Mat Service sent a full coverage release to more than 2500 newspapers.

The Advertising Council, the Association of National Advertisers, the Four A's, the Florist Telegraph Service, the Newspaper Publishers Association, relayed the news to their members. Most of the printing trade associations have either sent reprints of the *Tempest In A Teapot* article or have notified their members that the copyright claims for the exclusive use of the Veterans Discharge Emblem are phoney. All members were advised to refuse to pay the demanded 2 per cent royalty.

We can also report that, following our formal complaint, the Post Office Inspection Department is staging an all-out investigation.

*This reporter*, together with many others who were in correspondence with the "copyright owner," have turned their files over to the Post Office inspectors.

The case is moving along toward a close. But we warn all readers again: DON'T PAY A ROYALTY TO ANYONE FOR THE REPRODUCTION OF THE VETERANS DISCHARGE EMBLEM IN SPACE ADVERTISING OR IN PRINTED LITERATURE. IF YOU RECEIVE A DEMAND FOR A ROYALTY, PAY NO ATTENTION TO IT, BUT FORWARD THE CORRESPONDENCE TO THE POST OFFICE INSPECTION DEPARTMENT, WASHINGTON, D. C.

For those who missed the article last month, here are the facts in a nutshell:

The Larry Mickelson & Company of Portland, Oregon, purchased copyright No. 58063 Class K from a Peter McHugh & Company of Tacoma, Washington. This copyright covered only a special drawing of the Discharge Emblem to be used for processing "decals" for windows, windshields, etc.

The Mickelson Company thought that the copyright entitled them to full protection on *all reproductions* of the official Veterans Discharge Emblem. The Mickelson Company demanded a 2 per cent royalty from all space advertising or printed literature which used the emblem for advertising purposes. The Mickelson Company was wrong in its interpretation of the copyright. The copyright protected only the reproduction of that specific print design. Every advertiser can use the official emblem or any other specific adaptation of it without paying a royalty. Anyone who paid a royalty on the previous claim should take action to recover the amount of the fee.

## AD CLUB WILL OPEN COURSES ON OCT. 7

Horace H. Nahm (Hooven Letters, Inc.), educational committee chairman, expects that this year's enrollment in The Advertising Club of New York's non-profit Advertising and Selling Course will be the largest since this annual enterprise was inaugurated 23 years ago.

Starting Oct. 7 in the Engineering Societies Building Auditorium, 29 W. 39th St., there will be 31 lectures and six clinic sessions in six specialties.

## MORE MEAT

The first copy which I have received of *The Reporter* has arrived on my desk and I must say that I am impressed with it. There seems to be more meat on Direct Mail in the twenty-eight pages than I have seen bundled together for a long time.

Norman Berry, Adv. Mgr.  
Henry Morgan & Co., Ltd.  
Montreal 2, Quebec, Can.

## THE REPORTER

## SPECIAL AND ANNUAL REPORTS

We like to mention all the reports that reach us . . . but there are so many of them and space in *The Reporter* is hard to find. We have decided to simply give thumbnail sketches. Will boil down our comments to title, address, size, any outstanding features and our opinion of the job. You can then check the list and write for any copies that you want to have for your idea file. We'll try this out for a couple of months and see how it works. Perhaps it would be a good idea for you to let us know whether or not you like the way we are handling the reporting.

**NOTES FROM THE WAR RECORD OF AMERICAN BOSCH**—American Bosch Corporation, Springfield, Massachusetts. 8½" x 11", 48 pages, and beautiful French fold, deckle edge cover. Typographically perfect. Attractive colored pen and ink sketches. Lots of copy, but interesting and easy to read. Rates a special orchid.

**SHELL . . . Soldier and Civilian**—Shell Union Oil Corporation, New York City. 8½" x 11", 82 pages and covers. Tells of Shell's wartime activities. For distribution to employees and dealers. Typographically perfect. Many full color illustrations. A perfect example of an employee report. Rates at least two special orchids.

**MENGEL 47TH ANNUAL REPORT**—The Mengel Company, 101 Park Avenue, New York 17. 8½" x 11", 16 pages and covers. Clean cut photographs of company's products breaks up copy. Financial statements on last six pages. Well printed. An excellent report.

**96TH ANNUAL REPORT**—Illinois Central System, 135 East Eleventh Place, Chicago 5, Illinois. 9" x 11½", 16 pages and covers. Second color, deep blue, used for ragged borders on all pages and small illustrations. Center spread shows attractive pictorial outline map of U.S. and area covered by Illinois Central. Rates an orchid.

**ANNUAL REPORT OF GAMBLE-SKOGMO, INC.**—Gamble-Skogmo, Inc., 15 North Eighth Street, Minneapolis 3, Minnesota. 8" x 10", 12 pages, with French fold page next to back cover, showing financial statement and charts. Olive-green used for second color, and appears as solid borders, backgrounds and spot illustrations. Beautifully printed, and deserves an orchid.

**A REPORT OF THE MUNICIPAL LEAGUE OF SEATTLE**—great cities are built by people who care—Municipal League of Seattle, 316 Marion Building, Seattle 4, Washington. 8½" x 11", 16 pages. Black and white offset job. Profusely illustrated and tells an interesting story of the League's accomplishments. A very fine public relations booklet.

**NOW IS THE TIME FOR CHILDREN**—Brooklyn Children's Aid Society, 72 Schermerhorn Street, Brooklyn 2, New York. 7" x 10", 40 pages. The 80th annual report, and packed with the usual appealing photographs of children. Gives an excellent picture of the work of the Society, and we are glad to hand it an orchid.

## QUANTITY MAIL USERS CUT ADDRESSING COSTS 20-35%

ENVELOPES—\$4.75 • GUMMED LABELS in triplicate \$1.85 per M LABELS

POST CARDS—SELF MAILERS—BROADSIDES, etc., AT LOW PRICES

### WE OFFER

175 Experienced typists  
Careful list handling  
Pickup and delivery  
Prompt service  
Capacity—1 million weekly

ONLY 30 MINUTES  
FROM NEW YORK

### WE SATISFY

PUBLISHERS — MFRS.  
DEPT. STORES  
WHOLESALE  
LETTER SHOPS  
LIST HOUSES

MAIL ORDER COMPANIES  
WRITE OR 'PHONE TODAY

### OUT OF TOWN COMPANIES

We can give you excellent service and prompt delivery by Railway Express. Write us for full details of our service for out of town clients.

**DE GROODT & ASSOC. INC.**

8730 78th St., WOODHAVEN 21, N. Y. CITY  
PHONE—Michigan 2-4250

## GOOD FORMS ARE GOOD BUSINESS!

Business forms have an important function in every smooth-running organization. They bear the burden of every-day routine... must remain clear and legible through years of continued use. Be sure your forms meet these rigid requirements. See your printer. He knows all there is to know about paper. As an expert, he can tell you the right paper for your purpose. We're sure he will steer you to Rising Bond—



**Rising Bond**



- ✓ 25% rag
- ✓ 4 weights
- ✓ envelopes in 6 sizes
- ✓ White and 5 colors
- ✓ Excellent printing surface for engraving, lithography, gravure or letterpress

When you want to **KNOW**... go to an expert!

## Rising Papers

Ask your printer... he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.



## CUSTOM-MADE...

Whether you sell soap, sables, steel, sequins, or some special service, Ahrend Advertising is "hand-tailored" to your requirements.

Your sales program—a single piece or a year's campaign—is planned and produced by expert craftsmen to achieve the desired results.

Ask to see samples (no obligation, of course), of the successful Ahrend technique of "custom-made" sales promotion. Call MUrray Hill 4-3411 or write TODAY.

## D. H. AHREND CO.

CREATIVE DIRECT ADVERTISING

333 E. 44th ST., N. Y. 17, MU. 4-3411

## A New Mailing List of Executives of Small Businesses

A Brand New Compilation of 400,000 owners and executives of small businesses throughout the U.S.A. These high calibre men earn an estimated minimum annual income of \$5,000. They are leaders in their communities. Sales to these men should result in multiple sales to their followers.

## 90% Home addresses

Rental rate \$15.00 per thousand names for test or general mailings.

Write for State-by-State tabulation NOW.

## Advertising Letter Service

5th Floor—Free Press Bldg.  
Detroit 26, Mich. Co. 6263

M.O. VANDERPYL

Prospect Analysis — Surveys — Listings  
Multigraphing — Mimeographing

No Ceiling on Service

**67TH ANNUAL REPORT**—The Fidelity Mutual Life Insurance Company, Philadelphia, Pennsylvania. 5" x 8", 12 pages and covers. Black and white offset job. Attractive photographic shot of front entrance appears on cover. A straight financial report and excellently handled.

**MEN OF VISION**—Caterpillar Tractor Company, Peoria 8, Illinois. 8¼" x 10¾", 32 pages and covers. Typographically perfect. Second color, brown, used for cover, border lines and color blocks. Beautifully and profusely illustrated and tells story of evolution of Caterpillar products. A two-orchid report.

**26TH ANNUAL REPORT**—Pitney-Bowes, Inc., Stamford, Connecticut. 8½" x 11", 12 pages and covers. Tells of reconversion to civilian production. Red used as second color. Photographs used to good advantage. Well written, easy to understand copy. Rates an orchid.

**MOVIES AT WAR.** Issued by the War Activities Committee of the Motion Picture Industry, 1501 Broadway, New York 18, N. Y. Size 6"x9", 44 pages and covers. A complete story of the part played by the motion picture industry during the entire war period. Profusely illustrated—showing snaps of well known actors and actresses and their part in Bond and Red Cross drives, for the March of Dimes, and the "foxhole show circuit" which booked Hollywood's best. The Motion Picture Industry's war contribution rates a very special orchid and a sincere vote of thanks. All the facts and figures are shown on the last four pages, but all the unselfish work that theatre men, producers, actors and technicians, etc., gave to this work cannot be reduced to figures. Actually, they need not be shown... they are known... especially by the G.I.'s who served overseas.

**VICTORY.** A Portfolio of Reproductions of the Documents of Surrender issued by the Public Relations Section of the National War Finance Committee, Ottawa, Canada. An outstanding and exceptionally beautiful brochure. Size 8½" x 11", 16 pages and cover. Produced on deckle edge white paper and bound with red ribbon. Cover simply carries title, printed in red. Inside pages show photographs of the signing of the peace treaties, and then a reproduction of

the actual document itself. Captions under the photographs give time and date of signing and list all the signatories. A museum piece! Would make a fine addition to your Idea File... but we are sorry to have to advise that no copies are available for distribution. Only a limited number were printed. But, we felt that we had to congratulate the Canadian War Finance Committee for producing a souvenir brochure that will be cherished by all who received a copy. My copy will have a permanent place in the home library of the Hoke's.

**POLAROID.** Issued by the Polaroid Corporation, Cambridge 39, Massachusetts. Size 8½" x 11", 32 pages and covers in heavy blue stock. This is a wartime employee book, but we have just received a copy. It's a handbook to acquaint every one working at Polaroid with the Company's policies, products, with some of the special terms and tools used during a day's work, rules and regulations for employees and with the work of the Company during wartime. Interesting photographs show Polaroid products in actual use, with concise explanatory copy. Actual specimens of three dimensional pictures, and a Polaroid 3-D Viewer included in the book. The section for employees on Company routine handled in friendly fashion and spotlighted with small thumbnail sketches in red and black. A very excellent job, and Wil Marcus of Polaroid rates a special orchid for producing the book.

**REPORT AT MID-CENTURY**—entering our Second Fifty Years, by the James G. Biddle Company, 1211 Arch Street, Philadelphia 7, Pa. Manufacturers of scientific instruments. Size 6¼" x 9¼", 28 pages and covers in green deckle edge stock. A beautifully printed and designed booklet.

Buff stock used for inside of book with thumb nail sketches and spots in brown. A fitting souvenir to celebrate a Fiftieth Anniversary. Not a technical treatise but rather an easy to read story of interesting events and happenings during the past fifty years. (We take particular joy in giving an orchid to this report... it was written and designed by Harrie A. Bell... the author of the Beginners Course in Direct Advertising which ran in *The Reporter*.)

## Watch Out For Tricky Mailings

Now that supplies are getting more plentiful . . . we'll all see a rebirth of the so-called gadget letters.

*This reporter* hopes that most users will remember the rules and formulas developed by *The Reporter* survey published in March, 1941. (Still have a few copies on hand at the regular price of 25¢.)

We still maintain that if gadget letters are used, the gadget should fit in with the topic of the letter. Any straining or unnatural effort may prove a boomerang. We won't kick very hard . . . but we cannot see clearly the tie-up on a recent mailing made by *Newsweek*. Attached to a multigraphed, well filled-in letter was a transparent case containing five plastic golf tees. Here's the letter:

Dear Mr. Hoke:

Yes, they're back—these unusual golf tees of tough, shock-resistant plastic, brilliantly colored to make tee-hunting only seconds long. Remember the set you received from us a few years ago? Remember how they stood up? How they practically said "Here I am"? Today these tees are even better, and we think they'll add quite a bit to your pleasure of the game.

Seriously, these plastic tees are but another in the long line of examples demonstrating the progressiveness of American industry. This product of chemistry may be small, but that doesn't matter so long as it contributes something definite to a fuller enjoyment of life.

Progressiveness is *Newsweek's* keynote, too. With an alert editorial formula geared to keep pace with these changing times, *Newsweek* has drawn into its readership ranks an impressive number of this country's—and the world's—leaders of thought and action. And the telling effectiveness of *Newsweek's* world-coverage is reflected in impressive and steady gains in editorial coverage, in circulation, and advertising pages.

Cordially yours,

A. V. Anderson  
Advertising Director

P.S. We have a few more of these tees available if you should want some extras. Drop us a line and they're yours as long as the supply holds out.

We'll leave it to our critical readers whether the tie-up between the gadget and the letter was well established.

In our opinion, a recent novelty mailing by Foote & Jenks, flavor specialists of Jackson, Michigan, was

much more appropriate. The sample of the mailing arrived in our office in a 9" x 5 3/4" x 1 1/2" cardboard box. Inside, securely attached to a circular by scotch tape, was a little miniature wooden barrel approximately 2" in length. Attached to the barrel by string was a shipping tag with illustration of a barrel dumping out money. Copy on tag reads: "Profits by the Barrel. Every barrel of Foote & Jenks Vanilla is filled to the brim with sales ammunition . . . and assurance that it is the finest flavor money can buy."

The recipient when removing the barrel was forced to pull out the circular to which it was attached. The circular was a four page affair printed in two colors, and when folded to 8 1/2" x 5 1/4" exactly fitted within the bottom of the box. The circular gave an illustrated, short-worded story of the profits available to dealers who stocked the Foote & Jenks line. The barrel illustration was carried throughout. Incidentally, the business reply envelope enclosed had a new and attractive type of design. (We'll have to pass that along to Ed Mayer, to discover how the Post Office in this case was induced to become more liberal in their attitude against dressing up the standard business reply envelope form.)

### SAVING C.O.D. EXPENSES

Our friend, Sigmund Sameth, reports an interesting Direct Mail wrinkle to build good will and cut down on c.o.d. expenses.

Harry Brinkerhoff of 38 Walker Street, New York 13, sells second-hand tools by mail. He has built up a great reputation for fair dealing and he has a large list of intensely loyal customers.

When he gets a c.o.d. order, he ships the material straight (no c.o.d.).

He has a special rubber stamp to make the following inscription on the bill: "THIS BILL SAVES YOU C.O.D. EXPENSE. PLEASE PAY WITHIN 5 DAYS."

It's a good idea and may come in handy for some of you people who sell by mail.

## SELL BY MAIL

With Actual Photos!



This is a No. 4 "Tip-on" (Actual Size)

Let genuine photographs of your products or service work for you on sales letters, folders, circulars, etc.

Any original photograph will reduce proportionately into six different sizes of "tip-ons," gummed on reverse side.

No.	Size	500	1,000	2,000	5,000
4	1 3/4 x 2 3/4	\$9.50	\$14.75	\$24.00	\$50.00
2	2 1/2 x 3 1/2	12.00	17.50	33.00	75.00
3	1 3/4 x 3 1/2	10.00	15.00	42.00	60.00
6	1 3/4 x 1 3/4	8.00	12.00	20.00	47.50
9	1 3/4 x 1 3/4	7.00	10.00	18.00	40.00
1	3 1/2 x 5 1/2	17.00	27.00	49.00	110.00

We suggest you send us your original photograph, and we will gladly prepare samples without cost or obligation. Seven to ten day service.

**The Grogan Photo Co.**

Danville, Illinois



### "Let's Write Friendlier Letters"

by Earle A. Buckley, is the result of 25 years of specialized experience. Guaranteed to produce results. Money refunded otherwise.

BUCKLEY INSTITUTE, Dept. A 1600 Arch St., Phila. 3, Pa.

# WORDS PICTURES and TYPE

**WORDS** are the advertiser's Precision Tools. They can be sharp or dull—weak or powerful—profitable or dangerous.

A **PICTURE** may be worth a thousand words or it may SPOIL a thousand words.

**TYPE** is the advertiser's tone of voice—It can speak softly and win confidence . . . It can scream and lack conviction.

Have your next Direct Mail unit or campaign reviewed by an editor-typographer before giving your printer the final O.K.

**CHARLES A. BEACH**

8914 LA SALLE • DETROIT 6, MICH.

## HOW DIRECT MAIL IS PLANNED

This is to report that the Research Committee of the Direct Mail Advertising Association has completed its work on the auditing of the 1946 Direct Mail Survey.

The questionnaires were mailed during May of 1946. Auditing started late in June. Tabulating, analysis and statistical computations required a period of more than ten weeks.

The final report required twenty-five mimeographed sheets . . . and this report has been turned over to the Board of Directors of the Association.

According to previous agreement, the report is being held back until the morning of the first day of the Direct Mail Advertising Association Convention in Chicago, at which time it will be released to all advertising and printing trade papers and to the delegates at the Convention.

Even though the editor of *The Reporter* served on the Research Committee, he must abide by the rules, and willingly holds back some very interesting figures until next month's issue. We will give you the full story then.

## GOOD PROMOTION

We like the advertising booklets issued by The Free Press Printing Company of Burlington, Vermont. Just small affairs but they certainly pack a punch. The latest one measures 4" x 5½", 12 pages with added four page deckle edge cover. Entitled, "Vermont Views." Inside . . . delightfully short copy concerning . . . "some Yankee slants on printing" but mostly well printed and beautiful illustrations of Vermont scenes. The final note on the inside of the back cover hits the right spot . . . Contrary to the usual statement, The Free Press Printing Company heartily endorses both the photographic and expressed views in this little booklet as examples of what we print and what we believe. The photographs are by Mack Derick and Harry R. Stevens. Russell Farnsworth, Editor."



"Dear Subscriber: As a special renewal incentive, we offer, free, 'The Perils of Race Suicide.'"

## Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the **RIGHT** people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND)

80 Broad Street Boston 10, Mass.

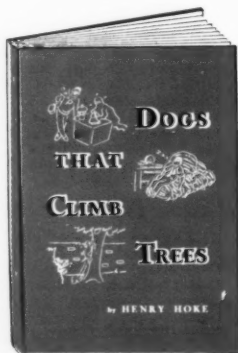
## IMPROVING

My last letter to you was in November of 1945 and at that time I was complaining that *The Reporter* had degenerated somewhat!

Well, it has improved a lot, since that last letter.

C. J. Yanutola  
Advertising Department  
The Otis Hidden Company  
Louisville 2, Kentucky

*Reporter's Note:* Maybe you are just getting back into the groove after your stretch in the service. But, thanks anyway!



## Two Valuable Books for Beginners

by **HENRY HOKE**

An intimate, personal story of the growth, power and possibilities of Direct Mail.

86 pages . . . . . 5 x 7½

### Two Styles:

Paper Bound . . . . . \$1.00

Case Bound . . . . . \$1.50

by **HARRIE A. BELL**

A complete study course in the basic fundamentals of all phases of Direct Advertising.

165 pages . . . . . 6 x 9

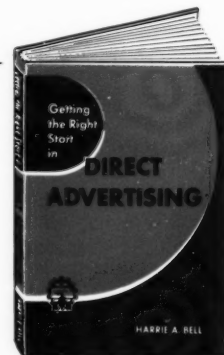
Cloth bound textbook style

only . . . . . \$4.00

Order from your bookstore or direct from the publisher

**GRAPHIC BOOKS, INC.**

17 EAST 42nd STREET, NEW YORK 17, N. Y.



## HOW TO PLAN A SALES PORTFOLIO

J. Mack Nevergole of the Roland G. E. Ullman Organization, 1520 Locust Street, Philadelphia 2, Pa., sends us an interesting story on a new postwar sales promotion package prepared by an industrial concern.

Even though we cannot illustrate all the pieces in that portfolio, we think it might prove helpful to other planners, if we should take the space to print a description outline furnished by Mr. Nevergole along with a sample of the package . . . which, incidentally, we are glad to add to our library.

Here is the outline:

### DESCRIPTION OF MANHATTAN RUBBER SALES HELP PORTFOLIO

Portfolio went to Raybestos-Manhattan, Inc., Manhattan Rubber Division, branches and representatives with Manhattan Sales Bulletin (#9 of a recently inaugurated Sales Bulletin service). It includes the following items, which cover every merchandising requirement for a sales drive on Fire Hose.

1. The Sales Bulletin describing:
  - (a) Contents of the Portfolio
  - (b) How to use material and how to order imprinted quantities
  - (c) Prospects for selling Direct, or through Equipment Manufacturers, or through Agents or Distributors
  - (d) Describes new types of equipment and other types of fire fighting hose, as sales possibilities
2. Attached to Sales Bulletin are:
  - (a) List of Motor Fire Apparatus Manufacturers
  - (b) List of Fire Equipment Dealers
  - (c) List of Fire Extinguisher Manufacturers
3. Inserted in the Portfolio are:
  - (a) Sales Bulletin #10 which is directed to sales agents and describes:
    1. the fire hose department's ability to make prompt deliveries, as opposed to backlogs in other departments
    2. the markets for fire hose
    3. the advertising program of full-pages in color and a new mailing piece in process.
  - (b) A reprint of the first fire hose ad in the series
  - (c) A sample folder
  - (d) A sample blotter
  - (e) A sample 4 pp. Duplex letterhead
  - (f) An order blank for imprinted quantities of all material enclosed
4. The Portfolio cover itself does a selling job, listing the principal advantages of Radio-Active Treated Fire

Hose and listing other Industrial Rubber Products made by Manhattan.

To Mr. James J. De Mario, Advertising and Sales Promotion Manager of the Manhattan Rubber Division, goes the credit for developing this sales and dealer-help unit. All material was printed in Manhattan's Printing Department.

## ANSWERING A CRITIC

Mr. Harold Stewart  
375 Hawthorne Avenue  
Oakland 9, California

Dear Mr. Stewart:

You'll probably receive some nasty letters as a result of that one of yours that Henry Hoke published in *The Reporter*.

But don't let it worry you too much, friend. We all make mistakes and go off half-cocked once in a while. And it was simply your turn, that's all.

On the other hand, I think it would really pay you to carefully read *The Reporter* when you get it. It's quite clear you don't, else you couldn't have honestly written as you did. And those books of Henry's . . . they too, would probably help you as they have me. Especially that one about the dogs that climb trees. Great stuff, that.

Now I guess you wonder whointhe-hell I am. Well, I'm not much of anybody. Do a little of the guidance necessary for our organization to advertise wisely. Edit our house magazine and have a lot of fun helping some others in our company write better letters.

But I'm curious about you.

Finally, since you consider *The Reporter* not worth even a dollar a year, just how much do you think it is worth? I really think you should have it each month and perhaps I could be persuaded to pay the difference between what you think it's worth and . . . well not what I think its worth—I don't have that much. But the regular price.

Good luck and please behave yourself from now on. It pays.

Cordially,

C. Austin Miles, Jr.  
R. J. Ritter Company  
328 Chestnut Street  
Philadelphia 6, Pa.

## NEW! MODERN! UP-TO-DATE STOCK CUTS

AND  
*Artwork*



**STOCK CUTS ★**  
A GAY VARIETY  
FOR EVERY OCCASION  
AND HOLIDAY  
...BUSINESS AND  
ATTENTION GETTERS...  
SALES BOOSTERS...

**ARTWORK**  
BY SPECIAL ORDER  
WE DESIGN...  
LETTERHEADS • LABELS • CATALOGS  
BROCHURES • FOLDERS • YEARBOOKS  
WE DO...  
ILLUSTRATING • COLOR WORK  
PHOTO RETOUCHING • LETTERING  
OR ANY ART ASSIGNMENT

**FREE ★**  
COMPLETE CATALOG

**ARROW SERVICE**

707 FIRST NATIONAL BANK BLDG.  
P.O. BOX 2217 • SALT LAKE CITY, UTAH

## WE GOTTA BE MATES ON A MAIL ORDER CRUISE

We gotta be mates on a mail order cruise  
That's the way to win and seldom lose  
A mail order list is mighty nice to lease  
When you've written a persuading  
mailing piece.

When the list is right and the piece is  
wrong

Mail returns are weak instead of strong.

When the list is wrong and the piece  
is right

Mail returns are mighty light.

And that's the reason we ought to see  
The mailing piece for each opportunity.  
Then it's a privilege and not a task  
To send recommendations for which you  
ask.

We gotta be mates on a mail order cruise  
That's the way to win and seldom lose.

**WALTER DREY**  
LIST BROKER

34 East 40th St. • New York 16, N. Y.  
Murray Hill 3-0642

Formerly: Advertising and Promotion Manager, Magazine of Wall Street; Vice-Pres. and Genl. Manager, B. C. Forbes Publ. Co., Inc. Advertising Director, Scientific American; Home Sales Manager, Remington-Rand (Monarch Typewriter Div.)

To Market, To Market  
No Wasted Circulation  
No Wasted Effort

## HIT THE BULL'S EYE

WITH

**WILLA MADDERN**  
"MILLION DOLLAR"

## MAILING LISTS

MAIL-MINDED, MAIL-TESTED  
CUSTOMERS FOR YOUR PRODUCT

- HOUSEWIVES
- CLUB MEMBERS
- BUSINESS EXECUTIVES
- PROFESSIONAL MEN
- BOOK BUYERS

Write! Wire! Phone for our recommendations

**WILLA MADDERN**

215 Fourth Avenue  
New York, 3

GRamercy  
3-3440

### ABOUT ANOTHER "EXCEPTION"

Dear Mr. Hoke:

After reading your recent comments on the quality (???) of house publications, we thought you might like to glance at a few issues of "THE SLUG" published for the staffs of three local associated newspapers. (The Montreal Daily Star, The Standard and The Family Herald and Weekly Star.)

Production of this magazine is a good example of close cooperation between the client and the creative printer (in this instance our Sales Promotion Division). Typographical treatment and layout are our responsibility. I think you will agree

that these two departments have a direct bearing on the effectiveness of the publication.

Editorial content is naturally of a high quality as the editor and most of the contributors are professional newspapermen. But the fact that we have a part in the production of this magazine seems to bear out our contention that producing a magazine presents problems with which the production department of a newspaper is not usually familiar. Yet how many advertisers still try to design their own Direct Mail material instead of turning it over to the specialists!

The house publication is an increasingly important industrial and public relations medium. Keep plugging it!

Best wishes,

Alan Magee, Sales Promotion  
Division. In charge copy & plans  
The Herald Press Limited,  
265 Vitre St. W.  
Montreal, Can.

*Reporter's Note:* You, Alan Magee, make another *exception* in our tirade against dull and listless house magazines. Who found the good looking models? The newspaper reporters or your department? Let's have another Convention in Montreal.

### NOVELTY

Novelty mailings seem to be coming back. Some are good . . . some not so good. One good one recently was mailed by the Air Express Division of the Railway Express Agency, Inc., 230 Park Avenue, New York 17, N. Y. A processed letter mailed to a selected list of big firms in the Graphic Arts business . . . meaning printers. . . . Heading and first paragraph as follows:

Turn This Lead Into GOLD—By Remembering the 3 Words on The Lino Slug. When proofs are late—when deadlines must be met—when mats, electros,

### Will YOU help me get "WRITER'S CRAMP" by SENDING YOU CHECKS?

I've signed and sent out over 16,000 CHECKS to Owners of Lists over the past few years so I'm starting to get "writer's cramp"! But that's really a pleasant part of my job in which

#### "MOSELY sends the CHECKS!"

If you have a good list of some size of MAIL BUYERS, INQUIRERS, PROSPECTS which might work for non-competing MOSELY MASS MAIL SELLER CLIENTS, write me all about it, how it's set up, etc., with samples of advertising which built it. We'll give you our opinion of what PROFITS you can realize from one-time addressing to it.

Write me now Dept. R-9  
"JIM MOSELY"

#### MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET  
BOSTON 16

Register YOUR LIST  
EXCLUSIVELY with MOSELY

engravings or artwork must go places fast—when shipments of printed material are needed somewhere in a hurry—specify Air Express—it's the shortest and fastest way between two points.

Attached to the letter was a small 2 1/2" x 4 1/4" envelope with a cartoon of an alchemist and copy reading: "You, too, can be an alchemist. To you, the bit of lead inside this envelope may be worth many times its weight in gold—consider carefully the message it brings you." The linotype slug carries the wording, "Specify Air Express."

Printers will probably remember that message.

PIONEER • MOSS INC

PHOTO - ENGRAVERS SINCE 1872

460 W. 34TH ST., N. Y. C.

MEDALLION 3-0440





When you think of mailing-lists—  
think of GUILD  
76 NINTH AVENUE  
NEW YORK 11, N. Y.  
Chicago Office, 7 So. Dearborn St.

## PRODUCTIVE 1946 MAILING LISTS

### 96% Accuracy Guarantee

Top Executives, Industry, Public Utilities  
Railroads, etc. ....\$13.00 M  
Purchasing Agents, Comptrollers.\$13.00 M  
Key Lists for Stock and Bond Sales, High-  
est Financial Brackets ....\$12.00 M  
Wealthy Winter Resort Prospects.\$11.00 M  
500 to 5,000 Wealthiest Men, any State  
.....\$12.00 M  
Wealthy Parents .....\$12.00 M  
High Salaried Women Executives \$12.00 M  
Owners of Estates and Fine Homes  
.....\$10.00 M  
Professional Men, Physicians, Lawyers,  
Architects, Engineers, etc....\$10.00 M  
Children's Lists.....\$10.00 M  
Club Women .....\$10.00 M  
Women's Clubs.....\$12.00 M  
Church Societies for the Sale of High  
Grade Merchandise.....\$10.00 M  
SELECTIVE Catholic, Protestant or Jewish  
Lists .....\$9.50 to \$12.00 M  
All Types of Trade Lists, Wholesale or  
Retail, Any or All States..\$8.50 to \$10 M

### Associated Publicity Service

203 SPERRY BUILDING  
PORT HURON, MICH.

**KING TYPE** - 100 West 112 Street - McGraw Hill Building - NEW YORK

**a** Most complete facilities for fine hand and machine setting  
MONOTYPE—LINOTYPE—LUDLOW AND TYPE-FOUNDRY

**KING TYPE** - 100 West 112 Street - McGraw Hill Building - NEW YORK

**b** A thoroughly experienced service for the advertiser and publisher  
REPRODUCTION PROOFS FOR GRAVURE AND OFFSET

**KING TYPE** - 100 West 112 Street - McGraw Hill Building - NEW YORK

**c** Over 100 different languages with many display and text faces  
TECHNICAL AND FOREIGN LANGUAGE DIVISION

**KING TYPE** - 100 West 112 Street - McGraw Hill Building - NEW YORK

**d** Set by King... Set by King... Set by King... Set by King  
KING TYPOGRAPHIC SERVICE—MEDALLION 3-4483

**KING TYPE** - 100 West 112 Street - McGraw Hill Building - NEW YORK

## THE REPORTER

## NOT NEW ... BUT STILL PULLS

PM (the newspaper) a while back reported on a "new" idea for raising funds for cripples.

George Barr, a prosperous manufacturer, who lost a leg at 22, and who employs 125 handicapped persons on his payroll, mailed 500 one dollar bills to a list of 500 addresses pulled out of the telephone book.

A paragraph in the letter read:

"I'm sending these dollars in belief that every one will come back and that each dollar will bring several more with it."

Four hundred and eleven people out of the original 500 replied and mailed in a total of \$2069.50. The "originator" thinks that the 89 missing names and dollars will eventually turn up . . . and he is going ahead with further mailings of 500 names and 500 one dollar bills.

See December 1945 issue of *The Reporter* for report on the real originator. His name: Walter Lamb Newton. Others such as Bob Collier, Ben Sweetland, etc., have used the same idea with excellent results.

## ARE YOU A "QUACK"?

Dear Henry:

I've written these folks twice to stop sending me circular letters marked "Personal."

This is the latest. They still keep it up. They must be quacks. Do they bear investigating?

Herbert Ahrendt  
Ahrendt, Inc.  
333 Sixth Avenue  
New York 14, N. Y.

*Reporter's Note:* Herb sent along another sample of very flossy important looking envelope marked "personal." Inside—a not so important looking appeal. Herb is not the only one complaining. Watch the use of that word "personal" on envelopes. You may think you get extra attention—but the people you make indignant may eventually ruin whatever goodwill you have now.

## Here is THE LIST you need NOW !

Again and again those who use our list tell us they get BETTER RESULTS.

Luxury products, exclusive shops, financial and news services, book and magazine publishers, money-raising campaigns . . .

## TEST IT NOW . . .

**34,000 Men and Women**  
—the Cream of New England's  
Mail Responsive People

Carefully selected, kept accurate by daily attention,—effectiveness is doubly assured by cooperative scheduling.

Your empty envelopes addressed at \$12.50 per M and returned promptly. A test of 2,000 will convince you they are

**The ideal target for  
your next mailing**

Order thru your Broker or direct

**PUBLICITY SERVICE BUREAU, INC.**

FOUNDED IN 1915

219 FOREST STREET  
BABSON PARK 57, BOSTON, MASS.

## MAILING LISTS?



## DIAL DUNHILL!

Whom do you want to reach?  
Where? How many? Dial Dunhill.  
Get the exact list you need promptly.

## INDUSTRIAL and FINANCIAL

- Executives
- Treasurers
- Controllers
- Purchasing Agents
- Engineers
- Employees

## Discharged Servicemen Consumers

- Housewives
- Civil Service People
- Club Members
- Association Members
- Farm Families

## Public Officials

- City, State, Federal

**DUNHILL LIST CO., INC.**

565 FIFTH AVE., NEW YORK 17  
PLaza 3-0833

**HOWARD PHOTO SERVICE, DEPT. R**  
168 W. 46th St., New York 19, N. Y. BR-9-2490  
Serving Customers Coast to Coast

**The ARTWIL CO., Advertising**  
24 West 48th Street • New York 19, N. Y.  
MEDallion 3-0813

Lawrence K. Hoffman of Reba Martin, Inc., recently returned from his latest (and fortieth) trip to Paris—where he arranged to revive the “foreign mailing service” which had to be discontinued with start of the war. From now on, Mr. Hoffman can arrange for American clients to have mailing pieces printed, addressed and mailed in Europe under foreign postage to customers and prospects here. All with “foreign” flavor. Mostly used before war by fashion firms.

Recent conferences with professors at colleges and universities indicate that there would be more attention paid to Direct Mail in the advertising courses if the graphic arts groups and advertisers in general in each locality would demand more of such education. The graphic arts groups in each locality should be interested in promoting Direct Mail study . . . which will increase future profitable demand for the products of the industry.

The last issue of *The Reporter* was a honey. Tell the fellow in Los Angeles for me that I think it is the best magazine in the field because it is practical and down-to-earth. Recently, got myself an assistant and I made him read "*Dogs That Climb Trees*." He is marking up *The Reporter*—like a textbook and is always calling startling truths in Direct Mail—as recorded there—to my attention. He is generally disappointed if I tell him I heard of similar techniques before. For a beginner, *The Reporter*

is the only information source I know of. I think it is going to save him many pitfalls.

B. H. Brill  
1172 Avenue of the  
Americas  
New York 19, N. Y.

*The Reporter* monthly gives me and my less than 3M rural list the punch which is developing into dollars and cents in the register—and better each month, as I learn. So, what more of “down to earth magazine” would The Mr. Stewart desire? So double “NUTS” to Mr. H.A.S. and more power to *The Reporter* crew—may their good work continue.

Yours,  
G. J. Kiss  
Chino Drug Co.  
Chino, California

Here are the last two paragraphs from a letter written by Willard L. Taylor of Syracuse, to a businessman about an entirely different subject.

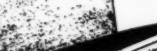
Thanks for his very welcome plug.  
H.H.

Incidentally I have recently subscribed to the very high class magazine, "THE REPORTER OF DIRECT MAIL ADVERTISING" published by Henry Hoke, 17 E. 42nd St., N.Y.C. 17. Perhaps you are familiar with or read this periodical. If you are not I recommend it highly to you. It is \$3.00 a year or two years for \$5.00. I am not in the business and perhaps never shall be but if I do enter the mail order field it will be with a great many sound ideas gathered from the pages of this magazine. I do not think I am extending myself too much to say that it is as high a class periodical as the National Geographic is in its field.

I had them start the subscription with the September issue as that month started a serial article entitled, "Getting the Right Start in Direct Advertising." You perhaps think me a "Screwball," passing all these recommendations along to one whom I never have met but I am a great believer in quality and like to further a cause when I believe in it. I have nothing to sell (yet!) so I hope I have not created the impression that I have anything up my sleeve.

CUSTOM BUILT  
FOR  
CONSTRUCTION

**GIANT SIZE**  
**26"X 26"**



**200 HEAVY  
LET BLACK  
PAGES**

**NEW - UNUSED**  
**U.S. ARMY**  
**ALBUMS**

**at Sacrifice Savings!**  
**Sample gladly submitted—no obligation**  
**Please send check with order**

SMALLER SCRAP BOOKS AVAILABLE

Ideal for mounting full newspaper pages, giant photos, samples, clippings, maps, letters, documents, etc. 200 heavy black pages, size 26"x26"; heavy black simulated leather, grained covers; reinforced leather corners; 3 adjustable ledger-type metal binding posts. Cannot be duplicated for 3 times this price. **While they last!**

**\$15.00**  
**EACH**

**SAME LIFETIME CONSTRUCTION**  
**200 LOOSE LEAF PAGES**  
**No. R21—23 1/8"X 18" in. \$13.00**  
NEWSPAPER SIZE EACH  
**No. R22—16 1/2"X 13 1/4" in. \$10.00**  
MAGAZINE SIZE EACH  
**No. R23—13 1/2"X 11" in. \$4.50**  
HOME USE EACH

**SAMUEL L. UNGER • 131 W. 53rd St., NEW YORK 19, N. Y. • CIRCLE 7-4372**  
**Limited Supply — Stock Up Now — Money Back If Not Satisfied**

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. *Help and Situation Wanted Ads*—50c per line—minimum space 4 lines.

### COPYFITTING SLIDE RULE

**COPYFITTING SLIDE RULE.** Solve type-fitting problems easily. Set slide rule—read answer. It really IS that easy. Quick-Accurate-Direct Reading. \$1.00 postpaid. O. N. Taylor, 1608 Oakridge, Dayton 7, O.

### DIRECT MAIL COUNSEL

**PLANS DEVELOPED** and literature prepared to yield low-cost inquiries or mail order sales. Clients may use their own printer or mailing house. This is strictly a professional service on a retainer basis. M. A. POLLEN, 62 W. 47th St., New York

### DIRECT MAIL SPECIALIST

**WILL BUILD,** revise, reorganize your mailing lists. Circulation and sales promotion campaigns planned and executed. Proven results. 10 years experience free lance. Box 902, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

### EQUIPMENT

**MULTIGRAPHS, MIMEOGRAPHS,** Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

**QUALITY LETTERS** from new type of stencil! "Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type-clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicate Supplies Division, Bridgeport 1, Conn., for free information.

### EQUIPMENT FOR SALE

**FOR QUICK SALE**—No. 400 (double-width) printing multigraph, 12 rollers, Davidson airfeed, electric heater, automatic chain receiving tray with paper truck. Not used since rebuilt. Only \$850 f.o.b. Chicago. Box 903, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

**VARITYPER**—like new—for sale. Complete set of type faces. Write Box 904, *The Reporter*, 17 East 42nd Street, New York 17, N. Y.

### HELP WANTED

**DIRECT MAIL MAN** wanted. Our office supply and equipment sales are large but we need someone to "fit on top of it." State qualifications in first letter. Box 901, *The Reporter*, 17 E. 42nd St., New York 17.

### HELP WANTED

**ESTABLISHED NEW YORK CITY Mail Agency** has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

### MAILING LISTS

**HIGHLY RESPONSIVE LIST**—23,000 direct-by-mail buyers of health books and vitamins. Many steady repeaters. National coverage. Successfully used by many large mailers—some as many as five times, with above-the-average returns. Available to non-competitors only. Rental \$13.50 per M (or limited exchange), direct or through your broker. Address: K. C. Clinton, THE ROSS CREWS COMPANY, Rocky Mount, North Carolina.

### MAILING LISTS

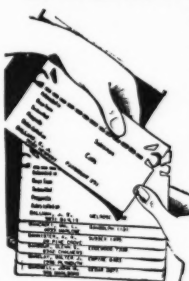
**MILLIONS OF TRIED PROSPECTS!** Wide list coverage; many exclusive releases. Explain needs . . . or request Bulletin. C. Donner, Box 643, Ann Arbor, Michigan.

**NEVER BEFORE OFFERED**—40,000 Catholic families, mostly Midwest, on stencils. Address and mail your circulars \$15.00 M. Submit sample mailing piece for approval. A. J. Wright Company, 4070 Brookside Ave., Minneapolis 16, Minn.

### MULTIGRAPHING SUPPLIES

**RIBBONS, INK AND SUPPLIES** for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## Visible Record 500 Cards \$3<sup>45</sup> 6 x 4 Inch Complete



Sheets of Cards  
for Any Record

### 25 Card-Sheets Show FACTS on 500 Cards

<b>Easy</b>	Use Handifax Cards only. Join together.	<b>Cost</b>
<b>Quick</b>	File sheets of Cards on edge like paper in correspondence folders.	<b>Sales</b>
<b>Flexible</b>		<b>Stock</b>
<b>Durable</b>	<b>Visible Facts Inspire Profitable Acts.</b>	<b>Ruled</b>
<b>Portable</b>	Use half inch Visible Margin for Indexing	<b>Credit</b>
<b>Compact</b>	—Color Signaling—Visible Tabulation of vital information. Ten years national use.	<b>Payroll</b>
<b>Low Cost</b>	500 Cards one side Blank, one side Ruled	<b>Purchase</b>
<b>Convenient</b>	6 x 4 in., \$3.45; 8 x 4 in., \$4.40; 10 x 4 in., \$5.30. Order now. Send no money. Satisfaction guaranteed.	<b>Prospects</b>
<b>Saves Time</b>		<b>Collection</b>

**Write for Catalog**  
**Handifax** ROSS - GOULD CO. 357 N. Tenth St. (1) **St. Louis**



**WEBSTER says "TENSION"**  
means "tightness"

**TENSION TIE ENVELOPES** close tightly on all enclosures regardless of thickness. The bulkier the contents, the tighter the hold. Just one simple twist of the string around the lower button. This means quicker closure, better protection and safer arrival.

## TENSION ENVELOPE CORP.

New York 14, N. Y.  
345 Hudson St.

St. Louis 3, Mo.\*  
23rd and Locust Sts.

Minneapolis 1, Minn.\*  
123 North 2nd St.

Des Moines 14, Iowa\*  
1912 Grand Ave.

Kansas City 8, Mo.\*  
19th and Campbell Sts.

\*Originally Berkowitz Envelope Co.

**UNIQUE! EXCLUSIVE! COPYRIGHTED!**

## **New REINHOLD-GOULD Customer's Service**

**for producers and users of Direct Mail advertising**

### **KEEPING TAB ON DIRECT MAIL**

a monthly study of actual techniques and trends, design and production data, performance and effectiveness.

#### ***What happens to inquiries?***

STUDY NUMBER ONE, now available, reports on everyday use of direct mail tools by companies advertising in top magazines in the women's field. The results are startling, and of particular interest to all who use the mail media to build sales.

#### ***What happens to inquiries?***

This study probed for specific facts and figures on actual handling of inquiries by advertisers who offered readers:

1. Specific information about product
2. Booklet or catalog
3. Name of nearest retail store carrying product

#### **SOME OF THE EYE-OPENING FINDINGS OF THIS NEW CUSTOMERS SERVICE**

- a. Three out of 27 advertisers followed up inquiry a second time . . . two appeared to have a definite follow-up plan.
- b. Fifteen out of 33 answered with covering letters — 10 of these also included folder, booklet or catalog. Only 2 carefully filled in address and salutation to match body of letter. Five used only salutation.
- c. Five answered on plain government postcards.
- d. Two out of 27 mail order firms enclosed both order blanks and return envelopes.
- e. Seven out of 27 enclosed order blanks without return envelopes.
- f. Six out of 25 referred to nearest store carrying product. Only 1 dealer followed up the lead.
- g. Three out of 29 advertisers obviously mailed their answers in bulk.
- h. Eighteen out of 27 folders, booklets and catalogs were printed in black ink.



Complete results of this study are yours for the asking. Write today for your copy of current **KEEPING TAB ON DIRECT MAIL**. Compiled and published in the interests of all who create, produce and use direct Mail and Mail Order advertising.

GOULD  
FOR  
PAPER

**REINHOLD-GOULD INCORPORATED**

535 FIFTH AVENUE, NEW YORK 17 • VANDERBILT 6-2100 • Uptown Branch: 261 Walton Avenue, New York

